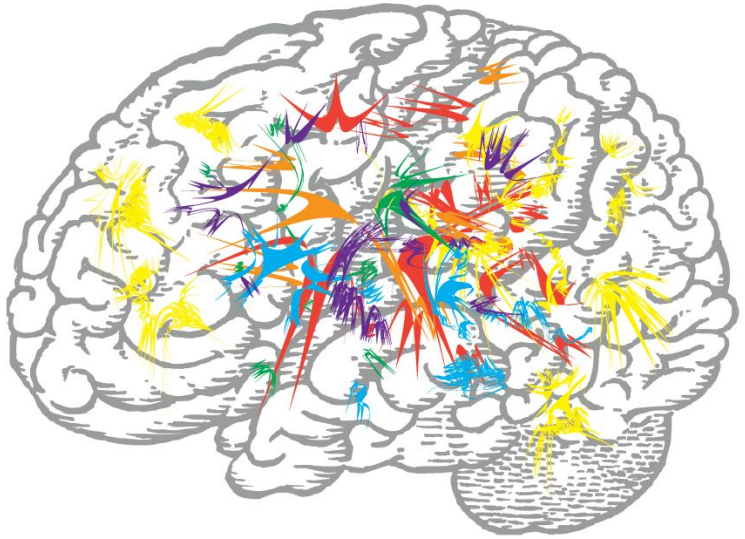


Getting the briefing right



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The Briefing

If I need an idea I have an idea that there must be an idea somewhere out there. The word idea means to see (greek).

So if I had the idea already I would not need an idea.

If our customer needs an idea we help him to see/discover the idea.

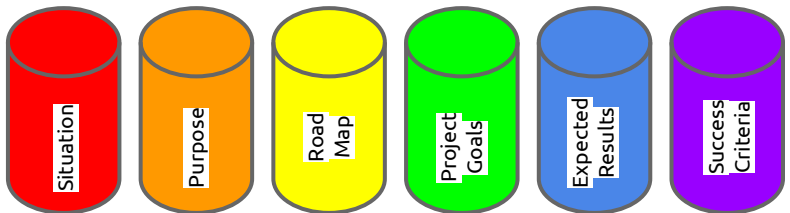
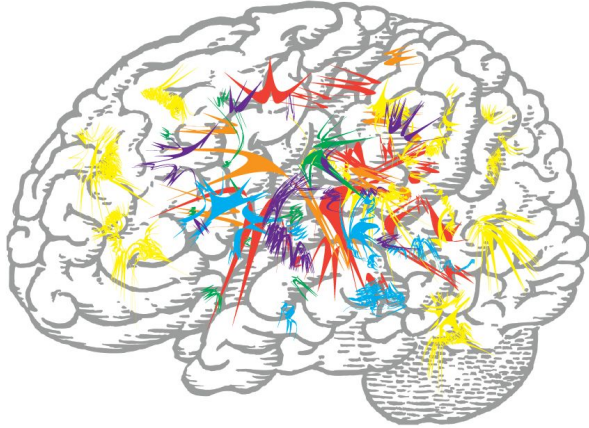
So before starting a brainstorming we need to find out what the customer would like to see.

To get the briefing right you need a **customer** and a **champ**. They both need a 1:1 conversation. The champ takes a journalistic approach and interviews the customer.

Briefings need time. Don't rush it. If you have more questions, follow up. If things are not known declare them as not known.

Present the briefing to the customer and get the customer's feedback before moving on.

How you provide value as a Champ



You help structure the information, which is in the customer's mind. This make finding ideas much easier.

What type of information is relevant to the briefing?



Situation

Relevant facts and figures, Wikipedia style: who, when, what
Can be verified



Purpose

What is the customer's purpose - why is the customer doing, what he is doing? The why. The reason. The driver. The focus.



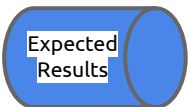
Road Map

What initiatives are planned to pursue the purpose? What is planned now, what comes then, what comes later, what comes maybe?



Project related goals

Why is the customer coming to you? Try to keep this simple! Only one topic!



Expected results

What are the expected result? What would the customer like to take home? Define the minimal scope. It's better to exceed the minimal scope than to promise a lot and not keep your promise.

What resources (money, manpower, tools) is the customer ready to make available? By when would the customer like the results?



Success Criteria

How do we measure the project's success?

The briefing process is like an interview.

These are some question which can help you interviewing the customer:

Tell me about your quest.

Tell me more about you.

What can I do for you?

What should we focus on?

By when would you like the results?

What resources can you make available?

When are you happy with the results?

What do you plan to do once you get the results?

Etc.

Example

1) Briefing interview

Champ: Tell me about your quest.

I want to start my own business selling fruit juice at the beach in Santa Monica. I've developed the solar powered fruit juicer and have a working prototype. It produces about three fruit juices per minute, so I can serve up to 240 customers every hour. I still have to figure out a technical detail but I'd like to get started selling juice on 1 June, this will be my 50th birthday. My brother is a farmer upstate and he agreed to deliver apples and carrots and red beets to the beach every morning at 8 am. I also want to offer a drink subscription to the regulares of the beach, maybe with a flat fee. I also plan some yoga courses on the beach. I need a cool name for my business, one which I can use for a long time.

Champ: Tell me more about you.

My name is Jonathan Zeno Rasmuson. I'm a NASA scientist and decided to start my own business. I've been working in engineering for 23 years now and I find it time to do something, that really matters to me. Something inspiring, something meaningful. I also want to be closer to my family. The idea of the juice bar on the beach came up, when I observed all the guys selling soft drinks on the beach, poisoning kids with calories and caffeine. My idea is to start with 6 organic ingredients for the juice bar and then to expand my business into vegan hamburgers and organic hot dogs. I though still have to work on the solar grill module. It should be another 6 or 8 months before my solar grill is ready. If my business works well I will offer a free licence to everyone who is willing to offer me a week of vacation at the beach every year. I still have some minor issues to solve with the local authorities regarding sanitary and cooling requirements, but a friend I studied with is now at the mayor's office. I also have this idea, that I would like to offer climate neutral algae harvesting trip to Polynesia.

Champ: What can I do for you?

I would like some ideas for marketing, maybe also for the design of the bar. I also need some help with the grill. And I should find temp workers to help out when I'm in Yoga class or visiting my parents in Alaska - I spend October there every year in a bear protection program.



Champ: What do you consider most important at the moment?

The most important thing for me is to get started. I think the name of the juicebar is most relevant.

Champ: How can we support you with the name?

I'd like a set of about 10 good names for my juice bar which I can use for my bar and my website.

Champ: By when you like the name for your juice bar?

By the end of the month would be great. But I'm flexible.

Champ: What resources can you make available?

I have lots of friends I could invite to the brainstorming and I can offer free drinks on the beach for 1 month. I have about USD 5,000 to get started.

Champ: When would you consider a name a good name?

The name needs to be short and catchy and it should communicate the health aspect.

2) Identify what belongs where

Champ: Tell me about your quest.

I want to start my own business selling fruit juice at the beach in Santa Monica. I've developed the solar powered fruit juicer and have a working prototype. It produces about three fruit juices per minute, so I can serve up to 240 customers every hour. I still have to figure out a technical detail but I'd like to get started selling juice on 1 June, this will be my 50th birthday. My brother is a farmer upstate and he agreed to deliver apples and carrots and red beets to the beach every morning at 8 am. I also want to offer a drink subscription to the regulares of the beach, maybe with a flat fee. I also plan some yoga courses on the beach. I need a cool name for my business, one which I can use for a long time.

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Champ: What do you consider most important at the moment?

The most important thing for me is to get started. I think the name of the juicebar is most relevant.

Champ: How can we support you with the name?

I'd like a set of about 10 good names for my juice bar which I can use for my bar and my website.

Champ: By when you like the name for your juice bar?

By the end of the month would be great. But I'm flexible.

Champ: What resources can you make available?

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Champ: When would you consider a name a good name?

The name needs to be short and catchy and it should communicate the health aspect.

3) Sort the information based on the briefing parts

Situation

I've developed the solar powered fruit juicer and have a working prototype. It produces about three fruit juices per minute, so I can serve up to 240 customers every hour. 1 June is my 50th birthday. My brother is a farmer upstate and he agreed to deliver apples and carrots and red beets to the beach every morning at 8 am. I've been working in engineering for 23 years. The idea of the juice bar on the beach came up, when I observed all the guys selling soft drinks on the beach, poisoning kids with calories and caffeine. but a friend I studied with is now at the mayor's office. I'm in Yoga class or visiting my parents in Alaska - I spend October there every year in a bear protection program

Purpose

something, that really matters to me. Something inspiring, something meaningful. I also want to be closer to my family.

Road Map

I still have to figure out a technical detail
start my own business selling fruit juice at the beach in Santa Monica
get started selling juice on 1 June
I also want to offer a drink subscription to the regulars of the beach, maybe with a flat fee. I also plan some yoga courses on the beach.
and decided to start my own business.
My idea is to start with 6 organic ingredients for the juice bar and then to expand my business into vegan hamburgers and organic hot dogs. I though still have to work on the solar grill module. It should be another 6 or 8 months before my solar grill is ready. If my business works well I will offer a free licence to everyone who is willing to offer me a week of vacation at the beach every year. I still have some minor issues to solve with the local authorities regarding sanitary and cooling requirements, I also have this idea, that I would like to offer climate neutral algae harvesting trip to Polynesia.
would like some ideas for marketing, maybe also for the design of the bar. I also need some help with the grill. And I should find temp workers

Project Related Goals

I think the name of the juicebar is most relevant.

Expected results

a set of about 10 good names for my juice bar which I can use for my bar and my website.

By the end of the month would be great.

I have lots of friends I could invite to the brainstorming and I can offer free drinks on the beach for 1 month. I have about USD 5,000 to get started.

Success Criteria

cool name
which I can use for a long time.

The name needs to be short and catchy and it should communicate the health aspect.

4) Bring it into a nice form

A great name for Jonathan's Juice Bar

Situation

Jonathan Zeno Rasmuson is a NASA scientist (he was born on June 1st, 1966). Jonathan has been working in engineering since 1994 and lives in Santa Monica (CA).

Some time ago Jonathan came up with the idea of a juice bar on the beach.

He had the idea when he observed all kids drinking soft drinks on the beach "being poisoned with calories and caffeine".

Jonathan then developed a solar powered fruit juicer and has a working prototype. The system still needs approval from local authorities. The fruit juicer produces about three fruit juices per minute, giving Johnathan capacities to serve more than 100 customers per hour.

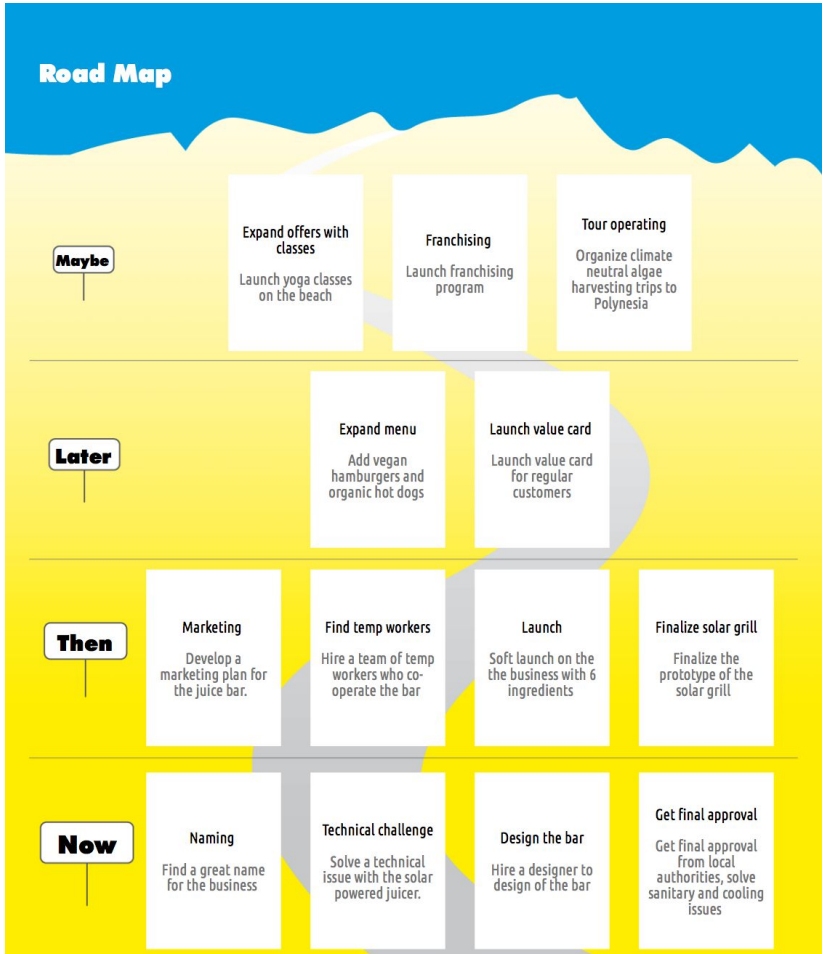
Jonathan is well networked, he has many friends in Santa Monica; one of his friends is now working for the mayor's office. Jonathan's brother is a farmer upstate and agreed to provide apples, carrots and red beets to the beach every morning at 8 am.

Jonathan is also active in Yoga. He also participates in a bear protection program in Alaska - he visits his parents who live in Alaska every year in October.

Purpose

Jonathan wants to delight beach goers with amazing, healthy food products and he wants to have a good time doing so.

Road Map



Project related goals

The goal of the workshop is to find ideas for a great name for Jonathan's Juice Bar.

Expected Results

By then end of the workshop Jonathan would like a set of at least 10 names for his juice bar.

- After the amassing phase we have at least 300 inspirations.
- After the illumination phase we have at least 20 ideas
- After the like phase we know which ideas get most "likes"

Jonathan has friends who could participate in the brainstorming, all participants will receive a voucher for 10 free drinks on the beach.

He has USD 1,000 for out of the pocket expenses for the process.

Success Criteria

For all the ideas...

- The name is short (max 3 syllables)
- The name is catchy
- The name communicate "it's healthy"

For the process

- The participants and the organizing team had a good time.

Don't forget

Get the customers approval for the briefing

If you have multiple customers (e.g. a board, a committee, get the approval of all)

Take your time to get the briefing right, rushing is not worth your time - you will lose more time later on than you gain by rushing

Make sure the project related goals are in the now of the road map

Make sure the project related goals don't contain the word "and".