

# Brief behind the brief.

Instructions: When writing or delivering your marketing/design brief, answer these questions openly and honestly. Reflect on what you might need from your partner that you're not telling them. Then, provide this document as an addendum to your brief, or revise your original brief for clarity and transparency.

## 1. What challenge are you specifically facing?

What specifically are you tasked with changing?

Why does it matter to your organization?

Why does it matter to you?

## 3. What does the solution look like in your head?

Imagine you're the CEO/ CMO - if you had a magic wand, how would you address the challenge?

How does your team/function fit into that vision?

## 5. How involved do you want to be?

Do you want to roll up your sleeves and co-create?

Do you have time to help?

## 7. Who besides yourself will be approving the work?

What do your stakeholders care about?

What do they have in common?

Will there be any mandatories or outliers?

Pretend you're describing this project to a friend or spouse. What excites you? What terrifies you?

Is this the type of project you'll talk about with friends or family? Where does this

project fit in within your day-to-day? How much time will you dedicate to it?

## 2. What does success look like for you?

What are the success metrics you personally will be held accountable for? How are you incentivized? Who will you share learnings with?

## 4. Describe the artifact or deliverable that you think will best address your needs.

Describe your ideal output. Is it something you've seen before or something net new?

Get specific e.g. format, length, etc.

## 6. Pick one: speed or thoroughness?

What is your timeline? How set in stone is it?

Will you be satisfied with something that's 80% there or does it need to be a total homerun?

## 8. What is your tolerance for risk?

Do you want a solution that feels safe and familiar? Or are you looking for something that feels new?

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