

## Potential First Questions to Ask When Starting a Project

- 1 What is the business problem you would like to solve? Why? Why? Why?
- 2 What is the problem you are experiencing?
- 3 How may I help you?
- 4 What strategy is this related to? How will the solution help you achieve the strategy?
- 5 What are you trying to accomplish?
- 6 Who are the stakeholders?
- 7 When we finish what do you see as the result?
- 8 Is there a budget for the initiative?
- 9 Why is this necessary?
- 10 How will you define and measure success?
- 11 What is your role in this project?
- 12 How will this improve your business (productivity, income, etc.)?
- 13 Has the scope been defined yet?
- 14 How committed is the business stakeholder(s) to the project?
- 15 What is the priority?

TIPS DEVELOPED THROUGH COLLECTIVE INTELLIGENCE AT THE BBC 2012

Angie Abbott, Hans Aggarwal, Rena Allen, Athary Almubarak, Farah Babar, Mary Bartley, Eric Baseler, Mary Baum, Sam Beasley, Brent Black, Susan Block, Scott Brooker, Flora Cain, Robert Crump, Susan Davis, Brenda Dinsmore, Hans Eckman, Fred Gillis, Ashwini Golconda, Susan Gormley, Michael Grady, Jewell Griffith, Christina Harris, Ken Hartsock, Chenille Harvey, Joe Hornback, Jerry Humphreys, Nick Ilasi, Venkat Jayaraman, Laura Justice, Dan Kasprovicz, Saskia Knol-Hermans, Cathy Krist, Kupe Kupersmith, Mark Langer, Stephanie Larson, Christopher Leong, Lisa Letendre, Eric Lowe, Manoj Mathew, Chantel Matthews, Kent McDonald, Sara McGerald, Kate McGoey, Joe Medica, Benson Melo, Elizabeth Moore, Paul Mulvey, Kim Munsey, Cassy Munson, Laura O'Brien, Rick O'Brien, Joann Pagett, Russ Pena, Karen Plaman, Deena Priester, Lance Reed, Alyson Roberts, Renee Roper, Jay Rosario, Brad Ross, Jacqueline Sanders, Sharon Sanford, Dianne Selbitschka, Bev Sells, Alec Sharp, Mario Simmons, Vivian Singletary, Heather Stevens, Jon Sung, Margaret Thomas, Joy Toney, Jas Toor, Lisa Tucker, Cherie Wagner, Christine Wallace, Michelle Young, and Ruth Younie