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| **Project Name:**  |   |
| **Project Date(s):** |   |
| **Activity type:** |   |
| **Stakeholders: What part of your organization needs this information?** |   |
| **Member GroupsWho should participate in the activity?** |   |
| **Big Question: What is the concise business challenge you need to answer? (Please write in question format, in one sentence)** |   |
| **Project Background: What are you seeking to learn from this project? What decisions do you need to make? What is your hypothesis?**  |   |
| **Objectives: What business objectives or initiatives will be impacted by this insight? Please prioritize.**  |   |
| **Reporting Requirements:Subgroup analysis? Format? Style?** |   |
| **Sharing What findings will you share with the business and with participants?** |   |
| **Other Details/ Questions:** |   |

**Project Brief**