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| --- | --- |
| **Project Name:** |  |
| **Project Date(s):** |  |
| **Activity type:** |  |
| **Stakeholders:  What part of your organization needs this information?** |  |
| **Member Groups Who 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**