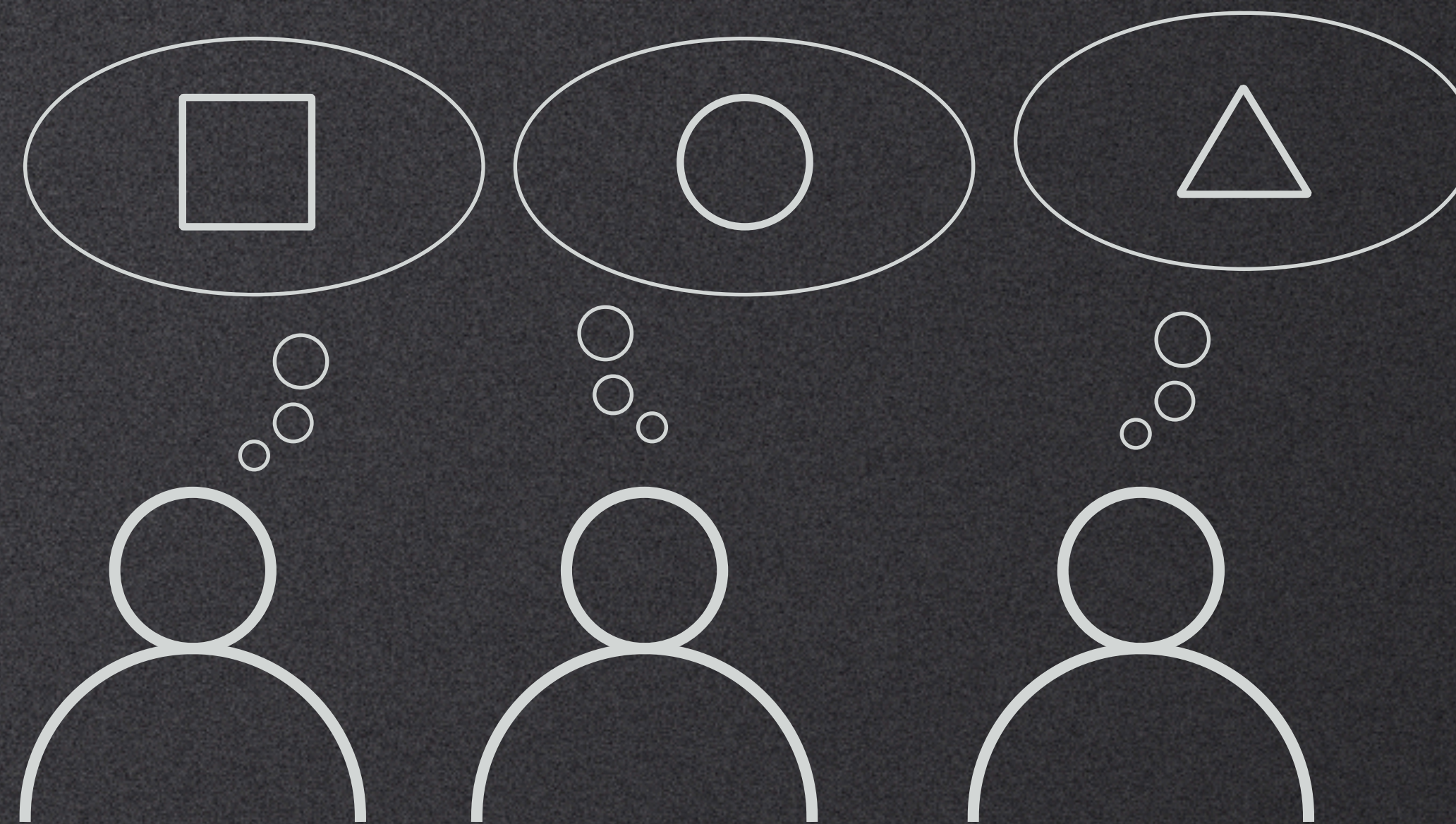


PROJECT CLARITY CARDS

Visit SocialDesignAcademy.io/library for more.

TEAM ALIGNMENT

So we are all in agreement then?



At the start of a project definition, people usually have wildly different ideas about what the project is about and what success looks like. In the decentralized space this is even worse, as hierarchy and support systems are removed.

PROJECT CLARITY CARDS

Why are we here?

Describe Intent, Purpose & Meaning

**What is our
Pitch Sentence?**

Look & Feel

What are we building?

**What does success
look like?**

**How do we grade
what we build?**

Basic, Exciter, Wowzer

**What keeps you
up at night?**

How does it scale?

Technology, People, Education. Activation

What's going to give?

Scope, Budget, Time, Quality

Obstacles & Bad Habits

Unlearn / Relearn

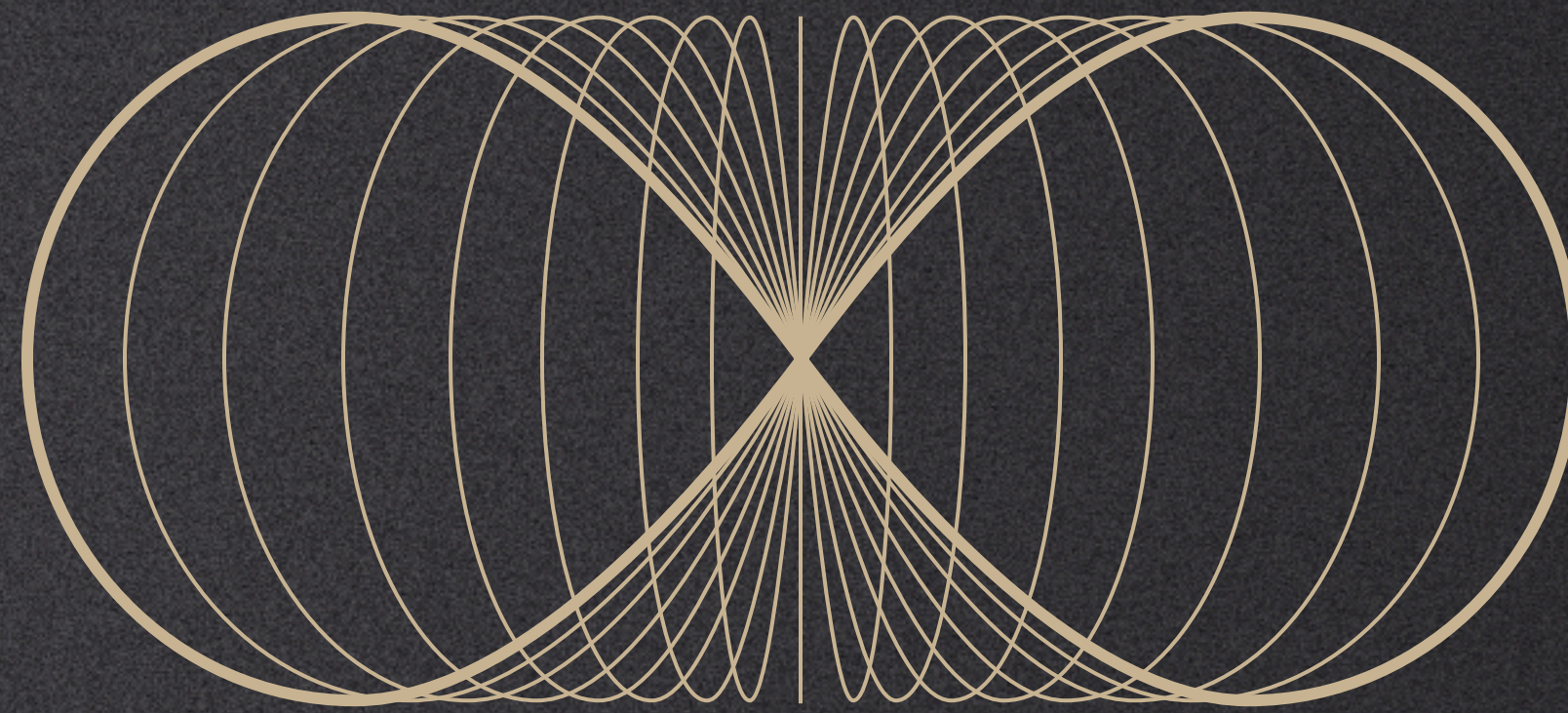
What does it take?

NOT List

What is it not

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ALIGNMENT, TEAM COHESION, CLARITY, FOCUS



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