CLARITY CHECKLIST

1. THE BRIEF

☐ Primary objective stated in one clear sentence.
☐ Job-to-be done described in plain language.
☐ Success criteria made explicit: what "good" or "excellent" looks like.
☐ Deliverable format (deck, model, report, summary, etc.).
☐ Why this matters (link to business outcome or priority).
☐ Critical priority if trade-offs are required.

2. THE TEAM

☐ Responsible | Who does the work (and do they have the bandwidth)?
☐ Accountable | Who owns the outcome & signs off?
☐ Consulted | Whose opinion and input matter?
☐ Informed | Who needs to be kept in the loop?

3. THE TOOLS

☐ Scope and boundaries confirmed (what's in, what's out).
☐ Constraints identified (time, budget, compliance, tech).
☐ Inputs, data, and dependencies defined.
☐ Access to resources confirmed (people, templates, examples).
☐ Support or escalation paths clear.

4. THE TIMELINE

☐ Final deadline set.
☐ Interim checkpoints agreed - cadence and for what purpose.
☐ Update cadence and format agreed (email, slide, call).

5. THE VARIABLES

☐ Top 2-3 risks named with likely mitigations.
☐ Assumptions tested - "What would make this wrong?"
☐ Contingency plans noted if context changes.

6. ALIGNMENT

☐ Delegate replays the brief in their own words (30-60s).
☐ First three actions identified.
☐ Success criteria, owner, and next checkpoint reconfirmed.