Kick-off meeting agenda and template

This agenda template is designed to give your project kick-off some structure, as well as provide a place to capture the outcomes of the meeting. Feel free to move things around and add or remove activities as you see fit. For guidance, activity instructions, and helpful follow-up ideas, check out the "Project Kick-off" play on the Atlassian Team Playbook website.

Vital stats

Project name	
Meeting facilitator	
Attendees	
Date / time	

Welcome and team sentiment check-in – 5 min

Ask everyone to give a thumbs up, down, or sideways to indicate how they're feeling about the project. Have everyone give their thumbs at the same time (like in Rock, Paper, Scissors) so you don't inadvertently bias each other's ratings. Write the numbers of up, sideways, and down thumbs from the group.

How many...	👍 Thumbs up	👋 Thumbs sideways	👎 Thumbs down

(optional) Icebreaker activity – 5 min

If this group of people haven't worked together much before, take a few minutes to get to know each other better. Choose from the questions below, or make up your own.

What would the title of our autobiography be?

- Theme: Summarizing something complex can be hard.
- Purpose: Highlights that complex ideas have to be boiled down to their essence, and prepares the group to craft a vision statement for the project.

What would your superhero name be?

- Theme: Naming things is tricky.
- Purpose: Reminds us that when the scope of a project is so big that it's hard to pin down a name, we may need to streamline.

Who was your first mentor, and what qualities made them good at it (or not)?

- Theme: Teamwork and support is important.
- Purpose: Highlights that only be working together can we achieve great things. A good icebreaker for dependency-heavy projects!

When have you called up customer service to complain about a lousy product or service?

- Theme: Empathizing with customers is important.
- Purpose: Reminds us what it feels like to be on the other side, and prepares the group for empathy-focused activities like the vision statement and trade-off sliders.

What's your best story of a project gone wrong, and what's the most important thing you learned?

- Theme: Failures are learning opportunities.
- Purpose: Prepares the group to focus on risk identification and mitigation.

Vision statement – 10 min

Build a shared understanding of what you're doing and why by collaboratively crafting a vision statement for the product using the template below. Bonus: this statement also doubles as an "elevator pitch"!

> "For {CUSTOMER}, the {PROJECT NAME} does/provides/solves {PROBLEM STATEMENT}. Unlike {COMPETITOR OR COMPARISON POINT}, it will {DIFFERENTIATOR}."

Success measures – 10 min

With your vision statement in mind, ask everyone to write down what they think will indicate that the project was a success. Discuss how you could measure each one, and give a finger-in-the-air target for each metric.

Success indicator			
Target metric			

Trade-off sliders – 10 min

Brainstorm all the things your project could optimize for (e.g., quality, cost, humor, etc.). Then discuss and agree on their relative importance so everyone understands what's flexible vs. what's not.

Attribute	Mark where the attribute falls for your project
	Flexible --- Inflexible
	Flexible --- Inflexible
	Flexible --- Inflexible
	Flexible --- Inflexible

Project scope – 10 min

Designate an area on a whiteboard as "in scope" and another as "out of scope". Give everyone a marker and ask them to put tasks (or features, or problems to solve) in each area as they see fit. Resolve as many discrepancies as you can, and capture the results below.

In scope	Out of scope

Action items and owners – 5 min

Task	Owner	Due date

Closing sentiment check-in – 1 min

Repeat the exercise from above to see if people are feeling better about the project after an hour of getting oriented and making decisions. For deeper reflection and self-assessment, schedule a Team Health Monitor workshop as a follow-up activity – great for long-running and/or highly complex projects.

How many...	Thumbs up	Thumbs sideways	Thumbs down

Now pat yourself on the back. You just ran an amazing kick-off meeting!