Project Proposal

One Line Tagline About the Proposal

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Business Case

Provide a description and overview of the project you are proposing. Explain the purpose and provide a general level of justification as to why the project is needed. Generally, describe the problem your project is designed to address and the rationale behind working on it.

Remember your goal is to gain the approval of the reader.

https://www.youtube.com/watch?v=SWpfBkLyvFg&t=3s
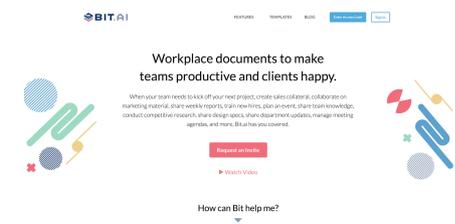
Problem/Opportunity

Discuss the needs and problems that your solution would address/fix.

Problem 1: One-Liner

- Description: Explain why this is a problem.
- Wherever possible attach metrics that support your claims.

Problem 2: One-Liner

- ...
- ...

Goals & Objectives

Describe the objective of the project. Explain in detail what the project will achieve. Who will ultimately benefit?

Have the reader understand what success looks like. Include metrics wherever possible.

Help your reader understand your project within the strategic context. Describe how the project relates to your companies mission, initiatives, department goals, etc. It's helpful for your reader to understand how your project translates to the larger picture.

[Add a YouTube or Vimeo URL on a blank line and hit enter]

https://www.youtube.com/watch?v=GF7Qp0bw6Qw&feature=youtu.be

Project Management Plan

Add details of what the project will entail. Provide enough details where the reader understands the major parts of the project.

Include the following:

- What needs to be built, created or implemented?
- How will it get done?

Key Stakeholders/Personnel

Royce Collins, Project Manager

Sara Chen, Analyst

Project Scope

- Describe what the project encompasses. What are the features being built, implemented? What does the pathway to completion look like?

Communication Plan

- Once the project is completed, do you have a plan to roll out the communication around it? Who do you need to collaborate with to make that happen? Who will be your audience that will be impacted? What would be the best mediums in which to communicate these changes? Will there be emails, meetings, training, documentation, etc. Describe the rollout of the project.

Project Risks

Include any risks that your teams should be aware of. Be honest, open and reflective of the risks. As much as you want a project pushed through, it's equally important that you and your team can think through the risks associated. It helps create the best plan possible and decrease the potential for risks.

- **Risk 1:** One Liner
    - Describe why it's a risk.
    - Is there any way to get around it?
- **Risk 2:** One Liner
    - ...

Timeline

Include your timeline and milestones that your project should be able to hit. Include deadlines so that your approver(s) understands the expectations of what you're proposing.

[Add a Google Sheet or OneDrive Spreadsheet shareable link on a blank line and hit enter]

https://docs.google.com/spreadsheets/d/1aQnnu5ig-NTCjY-2zDx-mr_Xgm0sUK2TYW7PE_toNfw/edit?usp=sharing

Budget

Cover the costs of implementation. It's also important to include a projection of project maintenance costs post-implementation.

[Add a Google Sheet or OneDrive Spreadsheet shareable link on a blank line and hit enter]

https://docs.google.com/spreadsheets/d/1sVmnfEjMSn-N5BC0UkbRF9DZ9c6hrz5pA5xf-S49BdQ/edit?usp=sharing

Next Steps

Include what the next steps are to get started.

Make sure the approver understands what you'll do once the project gets approved. Do you need anything from them before you get started? Anything they should be aware of?

- ☑ Step 1....
- ☑ Step 2....

- ☐ Step 3....
- ☐ Step 4....

Appendix

Add any research or supporting material that you mention above.

NOW GO CREATE AN AWESOME PROJECT PROPOSAL AND GET YOUR GAME CHANGING PROJECT APPROVED TODAY!