

THE BIG IDEA

Every project has a story worth money. Capture it in Centerline while the work happens, or it is gone. You do not do the capturing. You name a Storyteller and hand over the why.

01 THE STORY, START TO FINISH

You (PM) Storyteller Shared

01

Name a Storyteller

Tag an emerging designer at kickoff.

YOU

02

Capture the why

Pull the strategic context from the pursuit.

YOU

03

Build the record

Identity, team, delivery, scope, schedule.

STORYTELLER

04

Report monthly

Status, client decisions, invoice.

SHARED

05

Gather collateral

QC & peer review, AOR backcheck, innovations.

STORYTELLER

06

Closeout & metrics

Final numbers, photos, housekeeping.

STORYTELLER

07

Assemble the A3

The one page. Output it for marketing.

STORYTELLER

02 THE ONE QUESTION

If marketing asked for this project's story today, could you hand them one?

The why, the numbers, the photos, the A3. Captured, or gone.

03 WHAT THE STORY IS

STORY = THE WHY × A LIVE RECORD

The why. Why the client is doing this, the ROI, the success measures, the budget, the schedule.

A live record. Built in Centerline month by month, not rebuilt in a scramble at closeout.

WHY IT PAYS OFF

- Markets your work**
Photos, metrics, and the win, ready for the next pursuit.
- Eases your closeout**
The record is already built, not rebuilt under deadline.
- Grows your people**
An emerging designer takes real ownership and steps up.

04 YOUR THREE MOVES

Name a Storyteller
Name an emerging designer at kickoff and tag them in Centerline.
KICKOFF · CENTERLINE

Hand over the why
Give them the strategic context from the pursuit. It anchors every answer.
PURSUIT · CONTEXT

Keep it honest
Review the record monthly. Ask if the project has been photographed.
REVIEW · PHOTOS

05 FIELD SIGNALS

- DO
- Name one Storyteller at kickoff
 - Hand over the why yourself
 - Keep everything in Centerline
 - Ask if it has been photographed
- WATCH FOR
- A project with no named owner
 - The why living only in your head
 - Closeout with nothing captured
 - A finished site never shot
- AVOID
- Waiting until closeout to start
 - Notes stuck in your inbox
 - Handing off your accountability
 - Treating the role as busywork

06 SAY IT LIKE THIS

- "You are the Storyteller on this one. Shadow me and capture the why as we go."*

NAMING THE STORYTELLER
- "Before we close out, has this been photographed, and is the A3 done?"*

PROTECTING THE STORY

07 THE OUTPUTS

- 1

QC & peer-review package
FOR QC
- 2

AOR backcheck
FOR THE AOR
- 3

Metrics & the A3
FOR MARKETING

08 THE EIGHT QUESTION SETS AT A GLANCE

1

The Why
Strategic context, ROI, success, budget.
YOU

2

Identity & Team
Type, facility, service, who is on it.
YOU

3

Delivery & Commercial
Delivery, proposal, fee, certifications.
YOU

4

Scale & Experience
Square footage and the value we design in.
YOU

5

The Schedule
Start date, target date, and phases.
YOU

6

Monthly Report
Status, decisions, invoice, each month.
SHARED

7

Closeout
The final numbers and the housekeeping.
STORYTELLER

8

The A3
The one page that tells it all.
STORYTELLER