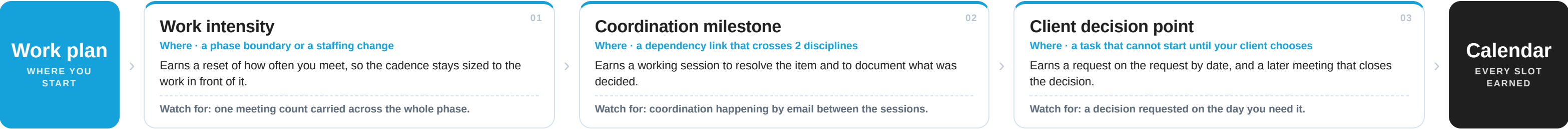


THE BIG
IDEA

Your work plan already holds your communication plan. Read the effort peaks, the discipline crossings and the client decisions out of it, then put them on a calendar before kickoff.

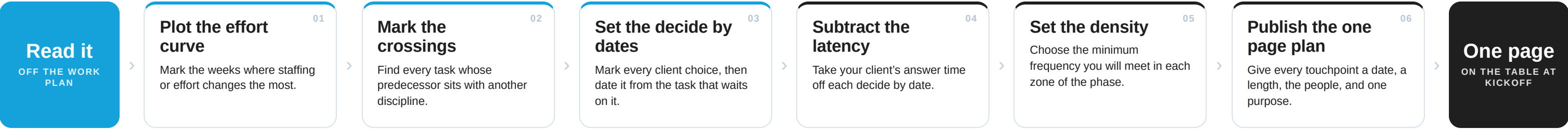
01 THREE TRIGGERS · WHAT EARNS A SLOT ON THE CALENDAR



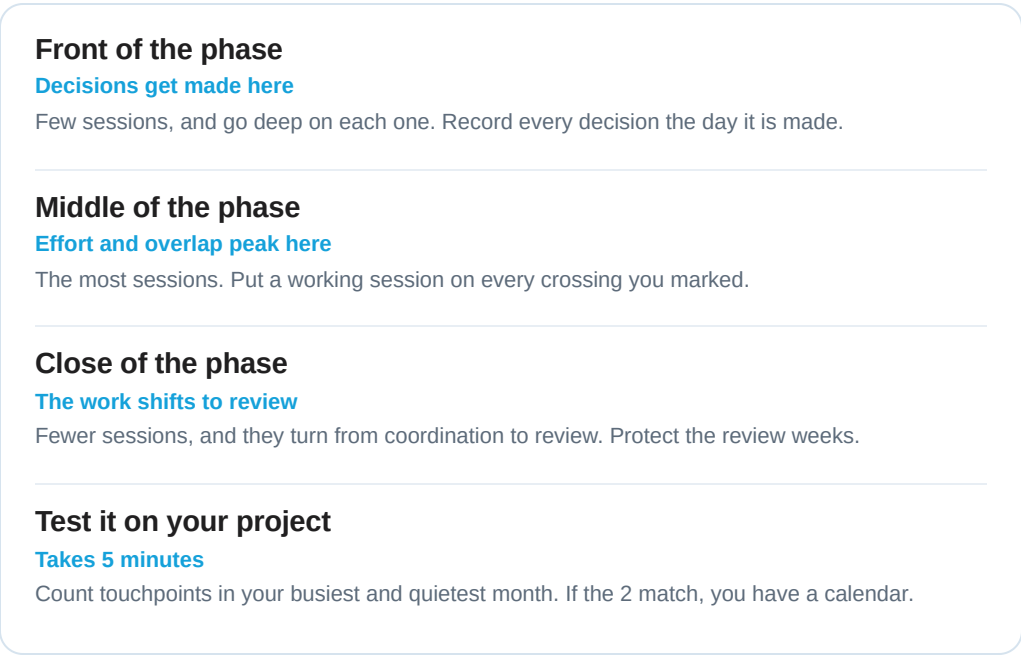
02 BUILD IT IN SIX STEPS · EVERYTHING YOU NEED IS ALREADY IN THE WORK PLAN

Steps 1 to 3 · read the plan

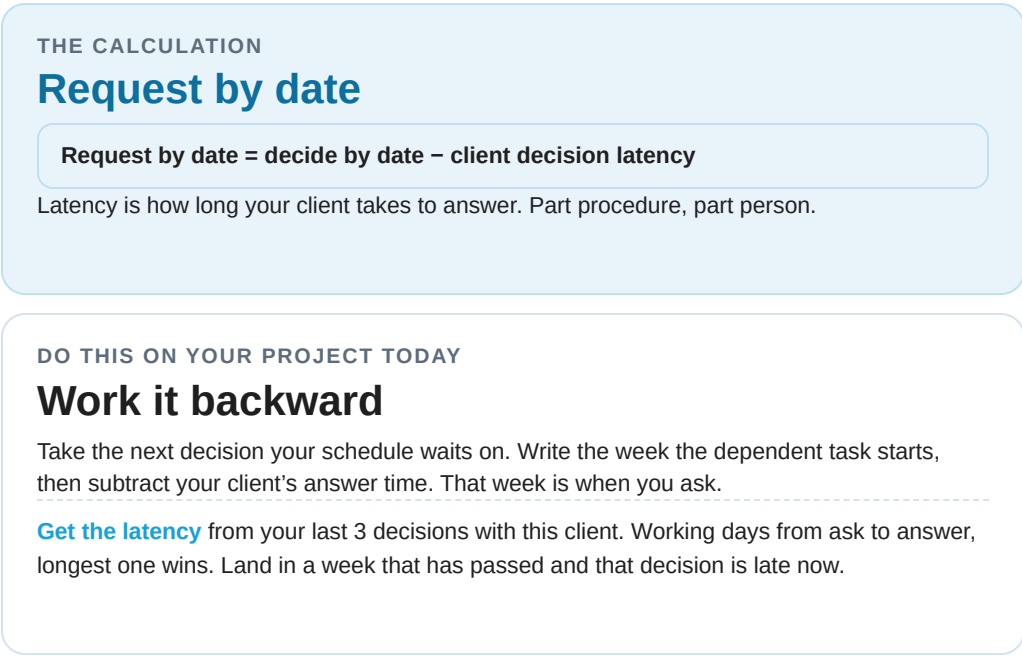
Steps 4 to 6 · place the calendar



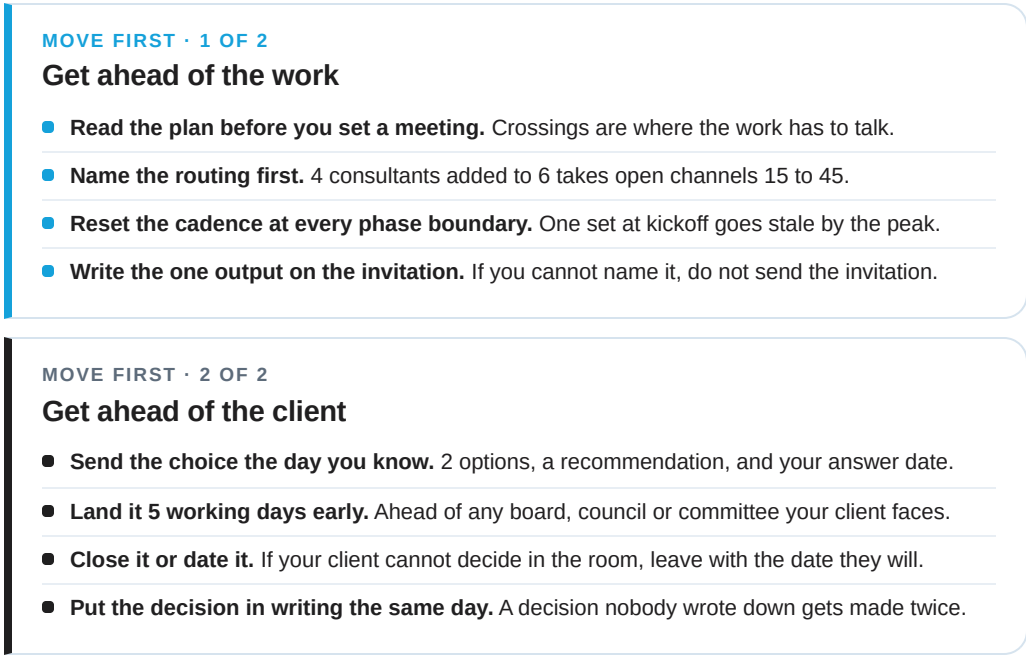
03 LOOK AHEAD AT THE WHOLE PHASE



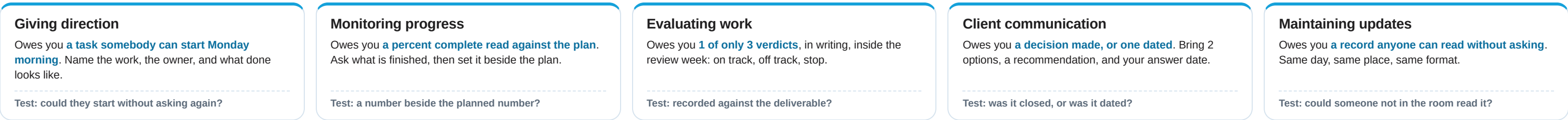
04 ASK BEFORE YOU NEED THE ANSWER



05 MOVE FIRST



06 FIVE CONVERSATIONS · EACH ONE OWES YOU ONE OUTPUT



REMEMBER

Read the plan, place the triggers, subtract the latency, publish the page.

Before you send the next invitation, ask one question: what is the one output this conversation owes me?