

# SAMPLE INTERNAL KICKOFF MEETING AGENDA

Set expectations with your team about a new project with an internal kickoff meeting. This is your first opportunity to talk openly about those operational norms and things that will make your project a success.



## BEFORE THE MEETING

Because this meeting is the one where you'll talk through the basic project expectations and dig deeper on how you'll work together to get it done, you want to make sure all attendees are prepared. On that note, be sure to schedule this meeting a few days in advance and share all pertinent documents (like a scope, brief, plan, research, etc.) so your team has an opportunity to think about the upcoming project.

The person from your organization who initiated the project should lead this meeting. That could be a manager or department lead, or even a salesperson who sold a project to a new client. You also want to be sure you're making enough time to talk through details and answer any questions your team has so you and your team can leave this meeting feeling informed, energized, and ready to take on the project.

## AGENDA

**Attendees:**

- Manager or sales lead
- Project lead
- Team

**Duration:** 1 hour

**Goal:** To review and discuss the new project scope, goals, and stakeholders. This is an opportunity to answer any questions you might have before the project officially kicks off and work starts.

- 30 minutes - Review of project goals and scope (Sales)
- 15 minutes - Background on project, org, and stakeholders (Sales/PM)
- 15 minutes - Questions, next steps (All)

If you handle this one well, you'll walk away with 100% understanding of the project, a solid introduction to the stakeholders, their organization or department, and their project needs and goals, as well as an opportunity to hear out any team questions, concerns, or potential risks or issues.