

Sprint Retro Worksheet

Date:
Facilitator:

- ## What worked
- Channel / content that overperformed:
 - Reason why:

- ## What didn't work
- Channel / content to tweak:
 - Root cause:

- ## Experiments for next sprint
1. __
 2. __

Metrics snapshot

KPI	Target	Actual	Notes
Opens			
Clicks			
Press hits			

- ## Shout-outs
- __

Action items

Owner	Action	Due