



# Kick-off meeting

OFFICIALIZE THE LAUNCH OF THE PROJECT

## What does the kick-off meeting mean?

A launch meeting or kick off meeting is held before taking any concrete action.

It allows you to formalize the launch of the project with stakeholders, and has an essential preparatory role for the proper functioning of teamwork.

## When to use it?

### INITIATION PHASE

The kick-off meeting marks the end of the initiation phase and the start of planning.

At the end of a successful project kick-off meeting, goals need to be clear to everyone, roles defined, and macro planning agreed upon between stakeholders.

## How to use it?

- Start by making an overall presentation of your project, its objectives and KPIs, then define the stakeholders, their roles and responsibilities
- Define and plan your project according to the phases of its life cycle
- List the potential risks of your project
- Set the budget
- List the governing bodies
- Give visibility on the next steps

## Document structure

- Project presentation: Project context
- presentation: Objectives & KPIs
- Roles & Responsibilities
- Project stakeholders
- Project phases
- Schedule macro
- Project risks
- Project budget
- Project governance
- Upcoming Meetings