

Essentials of a brief

Whatever the stage of a project, and whatever the level of development, a brief should:

- Embody the mission and convey this to the reader;
- State what is expected, by when and from whom;
- Define the context;
- Set out the perceived problem unambiguously;
- Establish requirements on cost, quality and time;
- Be clear about the required lifetime of the product;
- Tease out the assumptions of the people involved;
- Do not leave any 'big' questions unanswered;
- Be honest without raising unrealistic expectations;
- Be able to respond to change;
- Give flexibility so that different options can be explored;
- Be explanatory, stating the reasons for any requirements;
- Include success factors and measurements that can be used to test the result; and
- Set out potential conflicts so that the project team can respond

Above is reproduced from 'Briefing the Team'
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