

Predictable Projects Checklist

Make Every Project Predictable

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Projects don't have to be chaotic. This checklist helps agency teams deliver predictably with less stress, more consistency, and fewer surprises.

Use it before or during a project to spot risks, align your team, and stay on track.

1. Align

“Are we all on the same page before we start?”

- Are the right people named, available, and clear on their role?
- Does everyone agree on what success looks like for this project?
- Have the client stakeholders signed off on outcomes, not just outputs?
- Are internal and external expectations aligned?
- Have we surfaced and shared any known risks before starting?
- Has delivery reality-checked what sales has promised?
- Is there clarity on *why* this project matters (beyond tasks)?

2. Define

“Are we setting ourselves up for calm delivery?”

- Is the scope or the goals clear, documented, and agreed with the client?
- Are estimates based on past experience (not just optimism)?
- Are responsibilities agreed and assigned?
- Do we have a process to manage change if it happens?
- Are we giving clients ranges, not rigid deadlines, where possible?
- Are we set up to limit the team's work-in-progress?

3. Deliver

“Are we building momentum, not managing chaos?”

- Have we booked weekly delivery events (e.g. planning, check-ins)?
- Is client stakeholder communication happening regularly and with purpose?
- Are delivery goals visible and documented?
- Does the team know what “good enough” looks like at this stage?
- Are we reviewing scope creep signals weekly?

4. Adapt

“Are we learning and improving, not just surviving?”

- Are we holding regular retrospectives and structured post-project reviews?
- Are we applying lessons from past work into current planning?
- Are we tracking and reinforcing small delivery habit experiments?
- Have we planned space to reset and recover before each deadline?

Notes for Use:

- Treat this as a **conversation starter** with your team.
- Review before kickoff, halfway through, and at project close.
- Use it to spot patterns — and build more consistent habits over time.

Want to build habits around this? Check out [Tactical Delivery Habits](#) and the Align, Define, Deliver, Adapt Project Focuses, or read more about delivering predictably.