

# Predictable Projects Checklist

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## Make Every Project Predictable

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Projects don't have to be chaotic. This checklist helps agency teams deliver 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?"*

- ☐ 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 roles and responsibilities clearly understood?
- ☐ 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? Checkout [Tactical Delivery Habits](#).