



# Management Plan

## aka The Rules of Engagement

The management plan outlines the rules of engagement for the team. It centralizes information and articulates how the project will be managed.

### OWNER:



PROJECT MANAGER

### CONTRIBUTORS:



ACCOUNT STRATEGIST



CREATIVE LEAD



CLIENT



PRODUCTION LEAD



TECH LEAD



RELATIONSHIP MANAGER



TESTER



USER EXPERIENCE ARCHITECT

### DESCRIPTION:

This document is the road map for a successful project. It provides the team with two primary types of information: logistical details and big picture facts that affect the overall project.

The logistical details found in the communication plan and contact list establish collective understanding of who's doing what and how the project will unfold. The project-wide risks, assumptions, and dependencies are captured here in clearly defined terms. These can be the difference between success and failure because they call out information that has the potential to derail a project.

This document shapes the way people and individual project components will be managed.

### SPECIAL CONSIDERATIONS:

- As the first project document, use it to set the tone for all reviewing and collaborating and approving as you go forward.
- Embrace risks! Challenge your team and client to think of as many risks and assumptions as possible; there are plenty.
- Revise and update this document. Don't set it and forget it!

### LOCATION IN THE PROCESS:

