LoftyBiz One-Page Project Brief

Shape the first ten percent of a project with a clear brief, let your team own the middle eighty, and review the last ten against this page.

From LoftyBiz 144 — Delegate the Right Amount: The 10-80-10 Rule and Who Can Carry a Project. Systex is our own product; you can find Systex at loftybiz.net, or click the link in the description.

This week's task

Try this on one project this week. Write this one-page brief before the work starts, and book a short review before it ends. Then list your team and rate each person from one to three on that kind of work. Circle the names of anyone who has finished a whole project without your help. Put this brief into Systex, so the same steps are waiting for the next project.

The project and the people

Field	Your notes
Project name	
Client or internal owner	
Who will carry the middle 80%	
Kickoff date and length (example from the video, not a promise: 45 minutes)	
Review date and length (example from the video, not a promise: one hour)	

The brief (first 10%)

Question	Your notes
Budget range (example only: a typical backyard project around $18,000)	
The style they like	
What must stay	
What must go	
What a great result would look like	

The review (last 10%)

Check	Your notes
Does the work match the brief?	
Questions to ask, not redraws to make	
Three or four changes at most (the person who carried the work makes them)	
Ideas saved on sticky notes during the middle 80%, now due for this review	

Experience ratings (1 = check often, 2 = halfway + final, 3 = note at the end)

Person	Kind of work	Rating 1–3	Ready for a whole project? (circle finish

A caution from the video: walking away completely and doing it all yourself are both mistakes. Shape the start, stay out of the middle, and review the finish against this brief.

In the video example (not a promise), a garden-design studio owner's hours per project dropped from about 22 to around 6 after three months, and the studio took on four more projects that season. A catering company ran about 30 percent more events with the same team, and fixes after an event fell from about one in eight to roughly one in twenty.

Example figures. General education, not financial, legal, HR or tax advice. Results vary. These are examples, not promises.