

head of talent acquisition
wants LinkedIn post
featuring an employee that
has recently changed
functions to promote
career mobility

T3

1/9

Director of benefits wants
a professionally edited 5
minute video to give new
hires an overview of
benefits

W3

1/9

Dept head wants intranet
environment to foster
increased collaboration,
partnership, and
communication

Z3

1/9

VP wants a blog post, 2
emails, a 5-minute video,
and a TED talk sent to or
attended by all reports to
publicize messaging for Q1

T3

4/9

Need a script for a live
presentation to fill a one
hour time slot

W3

4/9

Head of investor relations
wants a TED talk with
professional 30 second
video, script, and
powerpoint

Z3

4/9

head of HR wants blog
posts of new hire tips to
improve onboarding

T3

7/9

Community relations
editor wants a one page
blog post from internal
communications to quickly
explain what the group
does

W3

7/9

VP of sales wants to send
his organization an
authentic business update
using a self-service,
smartphone video

Z3

7/9

Towards the larger end in size

Good story

Testable

Towards the middle in size

No who

Testable

Towards the smaller end in
size

Good story

Not testable. Doesn't state
how will "improve" be
measured

Frequent emailer wants
template that scores at least 1
point higher than the old
template in a survey of 10
users chosen at random to
increase engagement

T3

2/9

LinkedIn post to promote
career mobility (no who)

W3

2/9

Leader wants new PowerPoint
template for presentation to
project a modern image

Z3

2/9

VP wants a variety of
media used to publicize
messaging for Q1

T3

5/9

CEO wants to promote top
ten talking points for 2019
(no what)

W3

5/9

Business Unit Leader wants
Big screen interactive digital
signage to sign up volunteers
for an employee focus group

Z3

5/9

Frequent emailer wants a
better template to increase
engagement

T3

8/9

Executive wants a multi-
channel campaign to drive
awareness of business
priorities to all reports

W3

8/9

Presenter wants new
clipart for two
presentations to avoid
word salad

Z3

8/9

Task

No who

Testable

Towards the larger end in size

No what

Not testable. Doesn't state how much qualifies as "variety"

Task

Good

Not testable. Doesn't state how to determine "better template" or level of "engagement."

CEO wants New Year's corporate digital signage with 10 bullet points of 2019 messaging to help set the tone for the year

T3

3/9

Frequent communicator wants a new email template (no why)

W3

3/9

SVP wants content for 2 day event including videos and live presentations to launch new strategy

Z3

3/9

Frequent emailer wants new template for a more professional image

T3

6/9

Frequent communicator wants to project a more professional image in their emails (no what)

W3

6/9

Director of benefits wants a professionally edited 5 minute video to give new hires an overview of benefits

Z3

6/9

VP of talent wants an educational video on benefits to increase employees' knowledge of benefits

T3

9/9

Good: Business Unit leader wants big screen interactive digital signage to sign up volunteers for an employee focus group

W3

9/9

Community relations editor wants a one page blog post from internal communications to quickly explain what the group does

Z3

9/9

Towards the larger end in size

No Why

Testable

Towards the middle in size

No what

Not testable. Doesn't state how to quantify "more professional"

Towards the smaller end in size

Good

Not testable. Doesn't state how to measure employee's knowledge.