

Opinions & Papers

WHAT MAKES A PROJECT SUCCESSFUL

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If you've ever been involved in a consultant-led brand strategy project that left people asking "so what do we do now?" you're not alone.

At HotSpring, a project is only successful if it bridges the gaps that often exist among insight, business strategies, and action. *What good is looking at a road map if it doesn't help you determine the best route to your destination?*

We start our projects by asking key stakeholders the questions and strategic issues the project has to address from their different perspectives. That helps us construct a work plan and supporting research designed from the outset to be useful to everyone. Then, in a clear, concise way, we present the central truths we've learned through research; it's more important that team members understand answers to critical questions instead of knowing every bit of information the study holds. Lastly, we facilitate the team's development and ownership of objectives, strategies, and an action plan so everyone knows exactly what to do.