



Nielsen Norman Group

Workshop Brief

Before creating an agenda, answer the questions below. This information will guide your workshop planning to ensure your eventual agenda supports your overall goal.

Workshop Goal

What are we trying to achieve? Why is a workshop appropriate for achieving this goal?

Ownership

Which parties are responsible for planning, facilitating and executing the workshop?

Timing

When will the workshop roughly take place? Are there any dependencies for the workshop?

Questions to Answer

What questions are you hoping to answer in the workshop? What decisions need to be made?

Attendees

Who needs to attend the workshop? Who has knowledge that will help answer the above questions, and who has authority to make the necessary decisions?

Environment

Where should the workshop be held? What kind of environment will set the appropriate tone?

Key Takeaways

What should we have at the end of the workshop (e.g., a decision or output)?

Definition of Success

How will we determine the success of the workshop?