



## **3103GBS** Creating Better Business (Mountain Top)

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### **Project Brief from Industry Client**


**Project Name – Please provide a short name for this project:**

**Who will be the client liaison for this project:**

**What is your preferred location:**

**Introduction and Background – Please provide a brief introduction and background to your company/organization:** 

**Which category best describes the type of project this will be? (eg. Marketing, Strategy, Finance, Operations, New Product Development, After Action Review, Other):**

**Please provide a project description: What do you want addressed? What is the scope of this project? What impact will a successful conclusion of this project have for your company/organization?** 

**What are some of the key drivers behind this project? Why do you feel the organization/company needs to undertake this project? Where does this project fit into the larger scheme of things?**

**What other project related links, data or constraints can you share?** 