

Content and Social Media Project Estimation Planner - Prepare for a Client Discussion

Content and Social Media | Prepare for a Client Discussion | Asset ID TJ-14-07-12

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Purpose and working method

This independent, printable companion helps you shape an original message around audience, purpose, proof and an honest call to action while working toward one outcome: translate technical work into decisions, questions and boundaries. Use a suitable calculator or utility for computation, then use these pages to preserve meaning, assumptions, checks and decisions. A number alone is not a decision record; a useful record shows where the inputs came from, why the method fits and what would make the result unsafe or misleading.

Project snapshot	Record
Project or question	_____
Prepared by / date	_____
Decision owner	_____
Intended outcome	Prepare for a Client Discussion
Tool or method used	Name and version/date: _____
Authoritative source	Title, owner and access date: _____
Review deadline	_____

Domain readiness map

#	Input area	Current state	Trace
1	Audience and need	Known / estimated / missing	Source: _____
2	Single objective	Known / estimated / missing	Source: _____
3	Key message	Known / estimated / missing	Source: _____
4	Evidence and examples	Known / estimated / missing	Source: _____
5	Format and channel	Known / estimated / missing	Source: _____
6	Review and approval	Known / estimated / missing	Source: _____

Project Estimation Planner

This working page applies the project estimation planner format to prepare for a client discussion. Complete it before polishing a conclusion. The useful evidence is plain-language summary, evidence and open choices; the governing rule is: never hide uncertainty or present an estimate as a guarantee.

Work element	Quantity and rate	Range	Owner
Audience and need	show quantity, rate, dependency and uncertainty	_____	_____
Single objective	show quantity, rate, dependency and uncertainty	_____	_____
Key message	show quantity, rate, dependency and uncertainty	_____	_____
Evidence and examples	show quantity, rate, dependency and uncertainty	_____	_____
Format and channel	show quantity, rate, dependency and uncertainty	_____	_____
Review and approval	show quantity, rate, dependency and uncertainty	_____	_____

Completion standard

- Write real units, dates and source owners; avoid labels such as normal, typical or standard without a definition.
- Mark estimates as estimates. Record a range when a single value would imply false precision.
- Keep an untouched copy of source data and give every working version a date or revision.
- Record contrary evidence. A workbook that only supports the preferred answer is not a reliable check.
- Remove personal, confidential or security-sensitive details that are unnecessary for the decision.

Input and Data Map

Privacy gate: minimise personal, confidential and security-sensitive information. If a value can identify a person, account, location or protected system, use an approved environment and retention rule.

#	Data element	Minimum validation	Source	Status
1	Audience and need	identity and date	Owner: _____	Ready / gap
2	Single objective	definition and unit	Owner: _____	Ready / gap
3	Key message	range and precision	Owner: _____	Ready / gap
4	Evidence and examples	missing-value rule	Owner: _____	Ready / gap
5	Format and channel	consistency with peers	Owner: _____	Ready / gap
6	Review and approval	fitness for the decision	Owner: _____	Ready / gap

Transformation trail

Stage	Question	Record
Raw input	What arrived before cleaning or conversion?	Location / version: _____
Cleaning	What was removed, repaired or standardised?	Rule: _____
Conversion	Which units, formats or scales changed?	Before / after: _____
Derivation	Which values were calculated from others?	Method: _____
Exclusion	Which records or conditions were left out?	Reason: _____
Final input	What exact dataset or values entered the tool?	Hash / version: _____

Spot-check sample

Sample	Original	Working value	Comparison	Decision
1	Source: _____	Prepared: _____	Difference: _____	Accept / correct
2	Source: _____	Prepared: _____	Difference: _____	Accept / correct
3	Source: _____	Prepared: _____	Difference: _____	Accept / correct
4	Source: _____	Prepared: _____	Difference: _____	Accept / correct

Prepare for a Client Discussion Action Workbook

Use this page to translate technical work into decisions, questions and boundaries. The aim is not to fill every blank; it is to expose the few facts that could change the decision. The evidence package should contain plain-language summary, evidence and open choices.

Action field	Prompt	Record
Decision to support	What choice or action will this work inform?	_____
Audience	Who must understand or approve it?	_____
Success measure	What observable result would count as useful?	_____
Decision date	When is evidence needed, and why then?	_____
Critical assumption	Which belief could reverse the conclusion?	_____
Missing evidence	What is the most important current gap?	_____
Stop condition	What result requires pause or escalation?	_____

Outcome-specific plan

Step	Required action	Record
1. Frame	Restate prepare for a client discussion as a question	Owner / due: _____
2. Gather	Collect plain-language summary, evidence and open choices	Owner / due: _____
3. Calculate	Use inputs from audience and need and single objective	Method / version: _____
4. Challenge	Test format and channel and review and approval	Reviewer: _____
5. Decide	Never hide uncertainty or present an estimate as a guarantee	Decision: _____

One-sentence brief

We need to decide _____ by _____. The current evidence suggests _____, but the decision could change if _____. The next owner is _____.

Assumption and Source Register

Source gate: an online result is not automatically authoritative. Record the original owner, document or dataset, publication or revision date, access date and the exact field used. Recheck time-sensitive values before publication or commitment.

ID	Item	Evidence class	Trace	Decision impact
A1	Audience and need	Fact / estimate / assumption	Source: _____	Low / med / high
A2	Single objective	Fact / estimate / assumption	Source: _____	Low / med / high
A3	Key message	Fact / estimate / assumption	Source: _____	Low / med / high
A4	Evidence and examples	Fact / estimate / assumption	Source: _____	Low / med / high
A5	Format and channel	Fact / estimate / assumption	Source: _____	Low / med / high
A6	Review and approval	Fact / estimate / assumption	Source: _____	Low / med / high

Units, dates and versions

Control	Review question	Record
Units	Are symbols and conversion factors explicit?	Checked by: _____
Time basis	Instant, daily, monthly, annual or lifecycle?	Basis: _____
Currency / locale	Currency, tax location and rounding rule?	Basis: _____
Version	Which tool, formula, policy or data revision?	Version: _____
Applicability	Why does the method fit this case?	Reason: _____
Exclusions	What important factor is outside the model?	Record: _____

Assumption challenge

- What direct evidence would replace the largest assumption?
- Which assumption is both uncertain and capable of changing the decision?
- Would an independent person interpret every field the same way?
- Has a current authoritative source been checked for rates, limits, laws, standards or safety boundaries?
- Who is qualified to approve this use of the result?

Scenario Comparison Matrix

Scenario work reveals whether prepare for a client discussion stays stable or depends on a narrow assumption. Change a driver deliberately, retain the same definitions and explain why each value is credible. Do not label an optimistic case as expected simply because it is preferred.

Driver	Low / adverse	Working case	High / favourable	Reason
Audience and need	Conservative: _____	Expected: _____	Stretch: _____	Source: _____
Single objective	Conservative: _____	Expected: _____	Stretch: _____	Source: _____
Key message	Conservative: _____	Expected: _____	Stretch: _____	Source: _____
Evidence and examples	Conservative: _____	Expected: _____	Stretch: _____	Source: _____
Format and channel	Conservative: _____	Expected: _____	Stretch: _____	Source: _____
Review and approval	Conservative: _____	Expected: _____	Stretch: _____	Source: _____

Outcome comparison

Comparison	Conservative	Expected	Stretch
Calculated result	_____	_____	_____
Time implication	_____	_____	_____
Cost or resource implication	_____	_____	_____
Quality or performance effect	_____	_____	_____
Risk and reversibility	_____	_____	_____
Evidence confidence	Low / medium / high	Low / medium / high	Low / medium / high

Sensitivity note

The conclusion changes most when _____ moves from _____ to _____. That driver is supported by _____. Before commitment, we will _____.

Verification and Decision Gate

High-stakes gate: Use original or licensed material, verify factual claims and permissions, and avoid deceptive endorsements, guarantees or impersonation. For any consequential use, a qualified professional must verify the current authoritative source, inputs, method and limits. A completed workbook does not grant legal, financial, medical, engineering, laboratory, security, operational or safety approval.

Gate	Acceptance condition	Status	Evidence
Input trace	Every critical value has a source, date and unit	Pass / gap	_____
Independent check	A second method or reviewer could expose an error	Pass / gap	_____
Applicability	The method fits the case and stated boundary	Pass / gap	_____
Range	A plausible low and high case has been tested	Pass / gap	_____
Contrary evidence	Conflicts are recorded and explained	Pass / gap	_____
Privacy and rights	Sensitive and third-party material is controlled	Pass / gap	_____
Qualified review	Required professional or authorised review is complete	Pass / gap	_____

Decision record

Decision field	Choice	Record
Recommendation	Proceed / revise / pause / reject	Reason: _____
Confidence	Low / medium / high	Evidence: _____
Conditions	What must stay true?	Record: _____
Reversal trigger	What new evidence reopens the decision?	Record: _____
Owner and approval	Who owns the decision and its limits?	Name/date: _____

Final rule

For prepare for a client discussion, never hide uncertainty or present an estimate as a guarantee. Record the decision separately from the calculation so a later reviewer can distinguish evidence, interpretation, approval and action.

Handover, Reuse and Follow-Up

Close the record so another person can reproduce the work, understand the limits and continue prepare for a client discussion without relying on memory. Keep the smallest useful evidence package, protect sensitive information and give the final file a clear version.

Handover field	Record
Current conclusion	_____
Evidence location	Folder, record or reference: _____
Open question	_____
Decision condition	_____
Next action / owner	_____
Review date	_____
Retention / privacy	Keep until _____; access: _____

Reuse checklist

Reuse gate	Question	Status
Definitions	Are the meanings of audience and need and single objective unchanged?	Yes / update
Sources	Are rates, limits, data and guidance still current?	Yes / update
Context	Does the new case share the same scope and conditions?	Yes / update
Method	Is the chosen tool or method still applicable?	Yes / update
Review	Has the right qualified or authorised person checked it?	Yes / update
Version	Has the reused record received a new date and identifier?	Yes / update

30-day learning loop

- Compare the expected result with what actually happened.
- Record whether an assumption, input definition or method caused avoidable rework.
- Improve one shared field or check; do not add process that supports no decision.
- Archive the final decision, not every unnecessary draft.

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