



Instructions

1. Begin by naming your **high-level goals** (what you'd like to accomplish & why)
2. For all of the following, be as specific as possible!
 - a. **Fill out the “Minimum” column**
 - What has to happen in order for the project to meet basic expectations and succeed? This should be attainable if everyone on the team does their part.
 - b. **Fill out the “Target” column**
 - What are you hoping will happen? This should be challenging and have a 40–60% likelihood of happening if the team is diligent.
 - c. **Fill out the “Epic” column** (*We tend to self-censor, so go over this one twice!)
 - What is your dream picture of success for this project? This goes beyond your “target scenario” and allows you to envision what you really care about.
 - d. **Fill out the “Failure” column**
 - What would failure look like? Brainstorm scenarios that depict a failed project and/or a failed sense of teamwork. Be specific!
3. Now **look over the whole board**. Are there discrepancies? Overlaps? Are the success scenarios too hard or too soft? Do they reflect what matters most?
4. If necessary, **readjust and reframe** until you all feel good about what's on the spectrum!

History and Credits: Eugene Eric Kim and Amy Wu (Duende) created this toolkit. The idea of defining success along a spectrum was inspired by Kristin Cobble. The idea of explicitly incorporating failure scenarios was inspired by Seb Paquet, who also named the “Epic” column.

Success Spectrum: A Goal-Setting Exercise for Teams

Project Title:

Time Span:

Goals / Success? (Add your high-level goal statement here!)

Minimum Success Success means achieving 100% of these	Target Success Success means achieving 40-60% of these	Epic Success Your dream picture of success for this project	Failure Success means avoiding 100% of these

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