Stage	Sub-Stage	Step	Status	Comment / Next Step	Owner
PRE-RELEASE					
	Design				
		Goal defined?	Not started		
		Approach to measuring the goal defined?	Not started		
		Event logging defined?	Not started		
		Approach for any other data defined (e.g., data warehouse, visualizations, go-to-market team visibility via Salesforce, etc.)?	Not started		
		Feedback from Go-to-market org?	Not started		
		Feedback from Customers?	Not started		
		Feedback from Engineering?	Not started		
		Feedback from Executives / CEO?	Not started		
		Risks defined?	Not started		
		Risks tested in as lightweight way as possible?	Not started		
		Stories written?	Not started		
		Design assets created?	Not started		
		Stories & design assets meticulously reviewed prior to grooming for consistency, clarity, and thoroughness?	Not started		
		After grooming, assess estimated scope & re-confirm plan	Not started		
	Development / Build				
		Status (design changes, timing) communicated to org in ongoing but useful way (no surprises)?	Not started		
		Final designs reviewed with go-to-market org?	Not started		
		Talk tracks reviewed with go-to-market org?	Not started		
		Test plan written?	Not started		
		Release plan defined? (timing, integration testing, release owners)	Not started		
		Test plan executed?	Not started		
	Marketing				
		Plan created?	Not started		
		Plan communicated to all relevant stakeholders?	Not started		
		Asset owners assigned?	Not started		
		Assets created?	Not started		
		Assets shared with & approved by relevant stakeholders?	Not started		
		Any changes to plan conveyed to relevant stakeholders in advance?	Not started		
		Plan executed according to schedule?	Not started		
POST-RELEASE					
		Data monitored for bugs?	Not started		
		Data monitored for success metrics?	Not started		
		Learnings communicated to org?	Not started		
		User feedback collected?	Not started		
		Iterations & fixes identified / prioritized?	Not started		
		Retro on project to improve process for next time?	Not started		
		Documentation created / stored in an accessible place?	Not started		