

Form 16 — Prelaunch failure rehearsal

Companion worksheet to *Design-Led Involvement for Business Growth* by Sylvian Bryan.

Project: _____ Date: _____ Use evidence and mark unknowns. Attach supporting records as needed.

Failure scenario and exposed promise

Who knows what, and when?

Authority, response and customer communication

Recovery gap and corrective action

Owner, retest evidence and release consequence

Tool 17 Ninety day review

Use this at the end of a learning and delivery cycle. Compare the original brief with the final decisions. Record what the team believed, what it observed, what it changed, what it delivered, and what remains unproven.

Separate realized outcomes from projections. Identify permanent operating costs, new responsibilities, and unresolved dependencies. Decide whether the work should expand, stabilize, change direction, or end. Assign ownership after the project team disperses.

Notes / decisions / next steps

Companion resources: www.sylvianbryan.com/design-led/forms/