



The production triangle.

Cheap, fast, unique. Choose what matters for each project, then name the trade-off.



THE ACCEPTED COST

The third corner still exists. Name the trade-off before production starts.

Three projects.

Ten minutes to choose.

01 Choose two corners

02 Accept the third

Type in the fields, or print and write.



EXERCISE 01

Choose two. Name the cost.

01

List your next three content projects. For each one, write the two corners you are optimizing and the third as an accepted cost.

PROJECT 01

OPTIMIZE FOR

ACCEPTED COST

PROJECT 02

OPTIMIZE FOR

ACCEPTED COST

PROJECT 03

OPTIMIZE FOR

ACCEPTED COST

Cheap = cost. Fast = calendar. Unique = distinctive work.



EXERCISE 02

When it seems to need all three.

02

Choose the project with a conflict. Before production starts, check what can change: the scope, the deadline or the budget.

PROJECT TO RESOLVE

01 Is it actually two projects?

Could the immediate need and the lasting piece be separate?

02 Is the deadline softer than stated?

Write what fixes the date, and what could move.

03 Is the budget softer than stated?

What would need to change to support the chosen priorities?

THE DECISION BEFORE PRODUCTION

Ready to build the system around it?

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