



Q1 • DEVELOPMENT

SET THE INTENT

Use this brief before rehearsals start. It gets the producing team aligned on what the production should do beyond the stage, before anyone plans an event or a survey.

THE PRODUCTION

TITLE

LEAD PRODUCER / COMPANY

VENUE AND RUN DATES

FORMAT / GENRE

THE SHOW IN THREE SENTENCES, IN PLAIN LANGUAGE

THE THEMATIC CORE

Not the plot. What is the show really about, and what question does it leave with people?

WHAT IT IS ABOUT BENEATH THE STORY

THE QUESTION IT ASKS

THE LARGER CONVERSATION IT BELONGS TO

THE IMPACT INTENT STATEMENT

Finish the sentence. This becomes the line every partner, funder and press release can repeat.

Because _____ exists,

will _____

and _____

INTENDED OUTCOMES, IN THREE LAYERS

For each layer, describe what you would actually see if it worked. Describe lived outcomes, not numbers yet.

AUDIENCE: WHAT THEY CARRY HOME

ECOSYSTEM: WHO WE CONNECT WITH

EXTENSION: HOW THE WORK LIVES ON

DEFINE THE LANE

What real-world space naturally aligns with this theme? Pick one. Not everything, just what makes sense.

☐ Educational ☐ Cultural / historical ☐ Community / civic ☐ Advocacy-adjacent ☐ Industry / field

WHY THIS LANE

GUARDRAILS

What this is not. Name the lines you will not cross so the impact never feels like marketing or messaging.

WHO OWNS IT

IMPACT LEAD

SIGNED OFF BY

DATE

Next cue: Take your lane and your three outcome layers into the Ecosystem Map (Q2). They tell you which partners to look for.