

# The Delivery Lifecycle Model

Most agency projects run into trouble not because of bad work, but because of a missing structure. This one pager gives you the four stages every project should move through, from brief to close, so you always know what stage you are at and what is still missing.

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## 1. Brief

- Confirm scope, budget, timeline and stakeholders before any work starts.
- Capture assumptions and get sign off in writing.
- Identify who the decision maker is for changes later on.

## 2. Plan

- Break the brief into phases with clear ownership for each one.
- Set the cadence for internal and client check ins.
- Map dependencies and flag risks before they become problems.

## 3. Deliver

- Run the agreed cadence and keep status visible to everyone involved.
- Track scope and budget against the plan continuously.
- Flag risks the moment they appear, not at the next status meeting.

## 4. Close

- Confirm every deliverable against the original brief.
  - Capture lessons learned while the project is still fresh.
  - Hand over anything the client needs to maintain the work.
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