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Inspired. Precise. Purposeful.

Bring in creative support with a workable brief

By Gyata Tabiri · Revised November 2, 2026

A request can be incomplete without being careless. A business owner may know what is going wrong and still need help deciding what to commission. The first conversation should make that uncertainty manageable.

Separate the problem from the proposed deliverable

“We need a new website” may begin with navigation, content, or a difficult form. I would ask what the current site prevents someone from doing before agreeing that a full replacement is the right assignment. The initial scope should follow the problem we can actually describe.

Make the first commitment specific

We can identify supplied materials, expected outputs, review points, and a boundary for the work. If discovery is needed before a larger estimate is possible, that should be an explicit piece of the discussion. An undefined beginning can otherwise become an undefined obligation.

Give feedback a route

Multiple contributors can have useful opinions, but someone needs to consolidate them and identify the final decision. Conflicting requests should be resolved before they reach the person making the revision. A clear review route reduces guesswork without requiring every discussion to become a meeting.

Describe what happens after delivery

Editable files, source code, platform import, and ongoing support are different commitments. I would agree on which are included and who owns the next step. If the work expands, timing and fees need another conversation rather than a quiet assumption.

A useful brief makes room for independent judgment because the purpose and boundaries are clear. It does not need to prescribe every move.

Read alongside: Giving review a decision owner · Beginning with the argument rather than the file format.