PROJECT MILESTONES

A project milestone is a point of progress in the project life cycle.

Why do we need milestones?

1. Highlight progress
2. Motivate the project team
3. Monitor progress
4. Boosts accountability
5. Strengthens the project plan
6. Highlights risks and bottlenecks

Signs of healthy milestones:

1. They are realistic.
2. They are relevant.
3. They are specific.
4. They are time-bound.

Milestone examples:

1. - Launching a campaign
2. - Having the product concept approved
3. - Finishing all copywriting
4. - Moving on from development to testing

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