

01 Role Title		05 Role Customers <i>Who will this work ultimately serve? Could be internal and/or external.</i>	06 Role Metrics <i>How should we measure progress and impact in this role?</i>
02 Role Purpose <i>What's the value proposition to the business?</i>			
03 Role Prime Directive <i>What's the overarching strategy to help them direct their work?</i>		07 Role Barriers <i>What/who could slow or halt progress?</i>	08 Role Enablers <i>What/who could speed up progress?</i>
04 Role Subscribers <i>Who needs to stay informed along the way?</i>		09 Role Norms <i>What rules, habits, rituals, and/or working rhythms will help this role succeed?</i>	