

The Brief

Show to person one only. Five constraints, exactly. e.g.
 "Reprint the Q3 field guide · 250 copies · coil-bound ·
 matte · to the Nairobi office by Friday the 12th."

Do not let anyone photograph it.

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Your Rebuild

The last three hops: before you pass it on, write what you
 heard in your own words.

This card is your data for the reveal.

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Tally

After each hop, mark how many of the five constraints
 survived, out of five.

5 ... 4 ... 3 ... the falling number is the lesson.

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No notes, no repeats

Each person passes the brief on once, quietly. You may
 not ask it again, and you may not write it down.

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Side by side

Read the rebuild aloud, then the original. Name what
 was dropped, compressed, or invented.

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WS
Relay Brief

PRINT ORDER

Vendor spec

63.5 × 88.9 mm · 3 mm bleed · 3.5 mm radius · 300–350
gsm coated · RGB→CMYK (FOGRA39). A4 2 × 3.

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BLANK

Your own brief

Write a five-constraint brief from your real work before
you print.

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BLANK

Your own brief

A second brief for a second line in a big room.

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WS Relay the brief

WS 5 → 4 → 3

THE MEASURE

Pre / Post

Five Likert items, two reverse-scored. Report each
person's shift and the team average — never a culprit.

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