

Launch Readiness Checklist

Strategy and Scope

- Clear launch objective and success metrics
- Defined scope and what is out of scope
- Decision owner and escalation path confirmed

Execution Plan

- Workstream owners assigned and aligned
- Milestones with dates and dependencies
- Risk register with mitigation actions

Systems and Data

- Source of truth for launch status
- Dashboard or report for executive visibility
- CRM or pipeline data cleaned and accurate

Operations and Support

- Runbook and SOPs documented
- Incident response and triage flow defined
- Support coverage and handoff plan ready

Partner and External

- Partner readiness confirmed and tracked
- Legal and compliance approvals complete
- External comms and enablement assets ready

Post-Launch

- Retro scheduled and data collection plan set
- Ownership for follow-up issues confirmed
- KPI tracking plan live