

The Live Brief Kit

Everything you need to run real-world briefs with small businesses and community organisations, whether you're a teacher, a careers adviser, a club or an organisation working with volunteers. Use it with the Live Briefs board or on your own.

Tool 1

Brief template

Fill this in with the organisation. Keep it to one page: if it doesn't fit, the brief is too big.

Organisation, type and town

e.g. independent bookshop, Dundee

The problem in one line

What do you want to change?

What's happening, and why it matters

Two or three sentences in the owner's own words.

What would help most

The one thing solvers hand back: a plan, five ideas, a draft, a design.

Size

Sprint (2–5 h, one person) · Project (10–30 h, a team) · Challenge day (3–4 h, one afternoon)

Skills it needs

e.g. marketing, analysis, writing, teamwork, presenting

What the organisation provides

A briefing, answers to questions, any information needed, feedback at the end.

Anything confidential

What solvers must not share in their portfolio.

Tool 2

Fit checklist

Check every brief before anyone starts. The three conditions come from the BRIDGE framework: real-world work helps people learn when the task fits them, the workload is realistic and the organisation supports them.

- ☐ **Clear task.** One problem, one thing to hand back, and skills that match the people taking it on.
- ☐ **Realistic size.** The hours match the size chosen, and the deadline leaves room for questions.
- ☐ **Real support.** At least a briefing and answers to questions, plus feedback at the end.
- ☐ **Fair work.** It isn't a job the organisation would otherwise pay someone to do.
- ☐ **Shared rights agreed.** The organisation can use the work; solvers can show it, except confidential parts.
- ☐ **No risky data.** Solvers won't handle customers' personal details or anything unsafe.

Tool 3

Ground rules

Share these with the organisation and get a reply by email saying they agree. An email is enough for small briefs.

1. **Fair work.** This brief does not replace work we would otherwise pay for.
2. **Support.** We will give a short briefing, answer reasonable questions, and give feedback on the work at the end.
3. **Use of the work.** We may use what solvers produce. Solvers may show their work in a portfolio, except anything we mark as confidential.
4. **Credit.** If we publish or use the work publicly, we will credit the solvers if they wish.
5. **No guarantees.** Solvers are learning and volunteering. We will treat their work as ideas to consider, not professional advice.
6. **Respect and safety.** Communication stays polite and professional, and no solver is asked to handle personal data or do anything unsafe.

Tool 4

Feedback rubric

The organisation rates each solver or team on the skills the brief used. Rate what you saw, not effort or friendliness.

Skill	1 Emerging	2 Developing	3 Proficient	4 Professional standard
Understanding the problem	Misread what we needed	Got the gist, missed key points	Clearly understood our situation	Saw things we hadn't
Quality of ideas	Generic or unworkable	Some usable ideas	Practical ideas we could use	Ideas we'd act on straight away
Communication	Hard to follow	Clear in parts	Clear and well organised	Persuasive and ready to share
Professionalism	Missed deadlines or contact	Mostly reliable	Reliable and responsive	Like working with a good colleague

Tool 5

Feedback record

Completed by the organisation and given to the solver. It's their evidence of real work, so keep it honest and specific.

Solver or team	
Brief and size	
Organisation	
Dates	
Ratings (1–4) from the rubric	
Did you use the work?	Yes · Partly · Not yet
One thing they did well	
Happy to give a reference?	Yes · No
Name, role and date	

Tool 6

Challenge-day plan

Three and a half hours, two to four organisations, teams of three to five. Works in a classroom, a community hall or online.

Time	What happens
0:00–0:20	Welcome. Each organisation gives a 5-minute briefing. Teams choose or are given a brief.
0:20–0:40	Question time: teams ask the organisation what they need to know.
0:40–2:10	Teams work. Organisations drop in twice for quick check-ins.
2:10–2:30	Break. Teams prepare a 3-minute pitch and one-page summary.
2:30–3:15	Pitches, with 2 minutes of questions from the organisation.
3:15–3:30	Organisations share what they'll use. Feedback records follow within a week.

The fit checklist applies the BRIDGE framework: Wu, Y., Beaumont, K. and O'Riordan, R. (2026) 'Industry-Integrated Curriculum Design for Employability in Marketing Education: The BRIDGE Process Framework', *The European Conference on Education 2026: Official Conference Proceedings*, pp. 613–636. doi.org/10.22492/issn.2188-1162.2026.48

The Live Brief Kit · Learning Lab by **Dr Ying Wu** · © 2026 Ying Wu, shared under CC BY-NC-SA 4.0. Free to use and adapt for non-commercial purposes, with credit.

Used the kit? Tell me how it went · Live Briefs · About Dr Ying Wu