**[](https://www.smartsheet.com/try-it?trp=10680&utm_source=template-word&utm_medium=content&utm_campaign=Creative+Workflow-word-10680&lpa=Creative+Workflow+word+10680)CREATIVE WORKFLOW TEMPLATE**

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| PROJECT TITLE | PROJECT MANAGER |
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| PHASE | TASKS | OWNER | DUE DATE | STATUS | COMMENTS |
| 1 | DEFINE GOALS AND ROLES |  |  |  |  |
| 1 | Create creative brief |  |  |  |  |
| 1 | Define SMART goals |  |  |  |  |
| 1 | Set project KPIs |  |  |  |  |
| 1 | Hold kickoff call |  |  |  |  |
| 1 | Set project milestones |  |  |  |  |
| 1 | Set roles and responsibilities |  |  |  |  |
| 1 | Create project timeline |  |  |  |  |
| 2 | GENERATE AND DEVELOP IDEAS |  |  |  |  |
| 2 | Brainstorm as a group |  |  |  |  |
| 2 | Record and share ideas |  |  |  |  |
| 2 | Give feedback on ideas |  |  |  |  |
| 2 | Choose the winning ideas |  |  |  |  |
| 2 | Begin developing assets |  |  |  |  |
| 2 | Communicate regularly with stakeholders |  |  |  |  |

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| PHASE | TASKS | OWNER | DUE DATE | STATUS | COMMENTS |
| 3 | REVIEW AND APPROVAL |  |  |  |  |
| 3 | Gather internal feedback |  |  |  |  |
| 3 | Implement internal feedback |  |  |  |  |
| 3 | Gather client feedback |  |  |  |  |
| 3 | implement client feedback |  |  |  |  |
| 3 | Get internal approval |  |  |  |  |
| 3 | Get client approval |  |  |  |  |
| 4 | PRODUCT LAUNCH AND MONITOR SUCCESS |  |  |  |  |
| 4 | Publish or launch assets |  |  |  |  |
| 4 | Start tracking KPIs |  |  |  |  |
| 4 | Send invoices |  |  |  |  |
| 4 | Share metrics with stakeholders |  |  |  |  |
| 4 | Continue monitoring success |  |  |  |  |
| 4 | Manage client questions |  |  |  |  |

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