



# The Heilmeier Catechism

- What are you trying to do? Articulate your objectives with no jargon.
- How does this get done at present?
- Who does it?
- What are the limitations of the present approaches?
- What is new about your approach?
- Why do you think you can be successful at this time?
- If you succeed, what difference will it make?
- What are the risks?
- How long do you think it will take?
- What are the mid-term and final “exams” to check for success?
- How much will it cost?

