

Lessons Learned and Closeout

The Safety Click Project

Process group: Closing. **Purpose:** Capture what worked, what could be done differently, and how outcomes measured against the original success criteria. This closes the launch phase and informs the growth phase.

Outcomes vs. Original Success Criteria

Original objective	Result	Notes
Publish five courses, 20+ lessons	Met	Live at launch [Confirm final counts]
Launch publicly at thesafeclickproject.com	Met	Live and stable, April 2026
Build an initial learner audience	In progress	Growth phase underway
Establish a B2B foundation	Deferred	Planned for H2 2026, scope TBD

What Worked

- Phasing the work and protecting the launch date kept a solo program from stalling.
- A compliance-driven, documentation-first approach made scope and risk explicit from the start.
- Writing in plain language kept the content true to the program's core purpose.

What I Would Do Differently

- Lock exact course titles and lesson counts earlier to simplify tracking and marketing.
- Stand up the feedback loop before launch rather than at launch, to capture first-visitor reactions.
- Decide the B2B question earlier so content choices could be made with that audience in mind.

Recommendations for the Next Phase

1. Run a full learner feedback cycle and let it drive the content refresh backlog.
2. Set a fixed content review cadence so lessons stay current as threats evolve.
3. Make a clear go / no-go decision on the B2B offering for H2 2026.

Closeout Statement

The Safety Click Project met its core launch objectives: five courses and 20+ lessons live on a stable public platform. The program now transitions from build to growth. This document closes the launch phase of the program and hands off an explicit set of risks, recommendations, and open decisions to the phase that follows.