

Q4 2026 Holiday Launch — Quarterly Narrative

Q4 2026 Holiday Launch — Quarterly Portfolio Narrative

Portfolio owner: David Kershaw Status: Active Reporting date: 2026-06-17 Projects in scope: 4

Executive Summary

The Q4 2026 Holiday Launch portfolio is **broadly healthy**: three of four projects are on-target (green condition), with the two flagship creative tracks — Brand Guidelines Refresh (90%) and Fall Limited Edition Launch (65%) — progressing well ahead of their September 30 deadlines. The single point of concern is **Q4 Email Series**, which is 100% complete but **stuck in completion approval** and flagged *In Trouble*, having blown past its April 29 target by ~7 weeks. Net: delivery momentum is good, but one closed-out workstream needs a leadership sign-off to clear it, and the earliest-stage project (Holiday Social) needs a kickoff nudge to protect the Q4 runway.

Portfolio at a Glance

Project	Status	Owner	% Complete	Condition	Planned Completion	Last Update
Brand Guidelines Refresh v2	Current	David Kershaw	90%	On Target	2026-09-30	2026-06-17
Fall Limited Edition Launch	Current	David Kershaw	65%	On Target	2026-09-30	2026-06-17
Holiday Social Campaign Planning	Planning	David Kershaw	25%	On Target	2026-09-30	2026-06-17
Q4 Email Series	Complete — Pending Approval	David Kershaw	100%	In Trouble	2026-04-29	2026-06-17

Portfolio Map



Legend: green = on track • amber = watch • red = risk

Wins — On Track & Recently Completed

- **Brand Guidelines Refresh v2 — 90% complete, On Target.** Effectively in the final stretch with three-plus months of runway to the Sept 30 deadline. Lowest-risk project in the portfolio.
- **Fall Limited Edition Launch — 65% complete, On Target.** Tracking comfortably against schedule; active execution on plan.
- **Q4 Email Series — work 100% delivered.** All tasks complete. The deliverable itself is *done* — the only thing outstanding is the formal approval to close it (see Risks).

Risks

1. Q4 Email Series — blocked on completion approval (highest priority)

- **What's wrong:** Project is 100% complete and all tasks are closed, but it sits in **Complete — Pending Approval** status and Workfront has flagged its condition as **In Trouble**. Its planned completion of **2026-04-29 is ~49 days past** as of this report, so it is dragging the portfolio's on-time metrics despite the work being finished.
- **Why it matters:** Finished work that can't be formally closed inflates the overdue count, blocks resource/credit reallocation, and signals a stalled governance step rather than a delivery problem.
- **Recommended action:** Identify the named approver and **expedite the completion sign-off this week**. If the approval is stale/orphaned, reassign or override to close the project and clear the In-Trouble flag.

2. Holiday Social Campaign Planning — earliest stage, still in Planning (watch)

- **What's wrong:** At 25% and still in **Planning** status, this is the least-progressed project, yet it shares the same **Sept 30** deadline as the two Current projects. Condition is currently On Target, but the margin is thin for a holiday-timed campaign.
- **Why it matters:** Social planning typically feeds downstream creative and media buys; a late start here compresses everything that depends on it in Q4.
- **Recommended action:** **Confirm kickoff and move it to Current** with an owner-backed milestone plan in the next 1–2 weeks to protect the holiday runway.

Note on data checks: No projects are stale — all four were updated on the reporting date (2026-06-17). There are **no open overdue tasks**; the only past-due dates belong to Q4 Email Series tasks, which are already complete and waiting on the project-level approval above.

Where Leadership Input Is Needed

1. **Approve / expedite Q4 Email Series closure.** This is a governance unblock, not a delivery ask — a single sign-off clears the In-Trouble flag and the 49-day overdue status. *Decision owner: portfolio sponsor / designated approver.*
2. **Green-light the Holiday Social Campaign kickoff.** Confirm resourcing and authorize the move from Planning to active execution so the Sept 30 holiday deadline stays achievable.
3. **No other escalations.** Brand Guidelines and Fall Limited Edition are healthy and need no leadership action this cycle.