

The surprise party

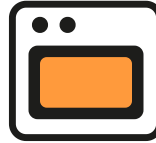
A big plan works best when **knowing and doing are different.** Who knows? Who does?



Lots can know.

Everybody knows there's a party Saturday. Nobody plans a sleepover that day.

EVERYONE



A few can do.

Only a grown-up uses the oven. Only one person drives to get the cake.

A FEW



One says yes.

Everyone gets ideas. Mom makes the call. One yes, not five.

ONE PERSON



The surprise stays secret.

Who's coming and what the cake looks like? Need-to-know only.

NEED-TO-KNOW

Dog fed ✓
your brother, 5pm
good until
breakfast

Balloons ✓
Dad, Friday
good until they
pop

Every note gets a name and a time.

The name says who to ask. The time says when it's old news. "Dog fed" from yesterday doesn't mean the dog ate today.

WHO · WHEN · UNTIL

A secret plan doesn't mean nobody knows anything.
It means the right people know the right things.

Lots can know. A few can do. One says yes.

Our party plan:

Everyone
KNOWS IT'S
SATURDAY

A grown-up
USES THE OVEN

One driver
GETS THE CAKE

Mom
SAYS YES

Shhh
THE GUEST LIST