

Sarajean Rossitto



# Action Plan Writing Workshop

Day 2

November 8



# Today's schedule

Intro discussion

Review of drafts in pairs

Check list, Q & A

Review of Action plan contents

Revisions and notes

Presentation skills

Outline preparation

Short presentations

Q & A and writing time



# *What is an Action Plan?*

- Purpose:
- Focus:
- Emphasis:
- Concrete:

# *What is an Action Plan?*

- Purpose: plan how to solve a problem
- Focus: one specific goal.
- Emphasis: step-by-step actions to be taken to reach the goal.
- Concrete: A realistic project you can carry out upon return to your country.



# Intro discussion

- Progress?
- Most difficult areas?
- Incomplete areas?
- Things you are still not sure about?



# Pair work

Check list

Q & A

Review of key points

# Action plan draft review #1 check list

## Work in pairs

1. Spend a few minutes on each person's plan - Review the checklist and make sure all items are included.
2. Give advice and make suggestions.
  - Ask us all Questions.

# Action plan check list

1. Name, organization and country
2. Title of your plan / proposal
3. Background: local issues, needs statement and preconditions
4. Overall Goals
5. Concrete Objectives
6. Beneficiaries
7. Impact on beneficiaries
8. Action plan outline: step by step description, timeline
9. Monitoring and evaluation
10. Possible obstacles to action plan implementation
11. Budget needed, how to raise funds
12. Impact of this training: how this training contributes to your Action Plan Knowledge acquired during the training in Japan



# Action plan draft review

Consult with your partner on your plan

- Are there anything you are not sure about?
- Any questions you have?
- Are there parts you have not finished?
-



# Planning review

Overview of key points

# Quick review of key points

## *What are the following:*

- Background and needs statement
- Overall Goals
- Concrete Objectives
- Beneficiaries
- Impact



# Background and needs statement

- Basic information about the situation in your country.
- Explain why this project is necessary
- Show that your program is the solution to the problem

# Goals & objectives

- **Overarching goals** - The purpose of your program - What does your project aim to achieve? In the long term - what are your goals?
- Short-term **objectives** - These are concrete and specific.

# Beneficiaries & Impact

- **Beneficiaries** or the target audience are the people who will take part in your program
- How your project will **Impact** the lives of your beneficiaries.



## Draft Review #2

- Check the beginning sections with a partner.
- Ask questions and give advice.

## Timeline - plan details

### *Step by Step outline*

Include all phases

all steps need inclusion:

- Pre-program
- Program
- Post-program evaluation activities

*Show a clear timeframe and a logical progression*

# Timeline

## ■ *Pre-program Preparation*

Include details on how you will set up the program

Preliminary steps:

Do you need to find a space? Staff?

*Do PR? Recruit participants?*

# Planning in general

- For each stage - list one objective
- Then how you will achieve that
- For each objective answer W/H questions:
  - who** will do **what**
  - Where and when**
  - with **what resources**
  - How long will it take**
  - How much will it cost**

# Program design

OUTLINE - starting with a step ladder model

goal

For each objective include a very detailed 5W 2H - how to will achieve this

For each objective include only activities that are directly related to it.

Phase 3  
- objective

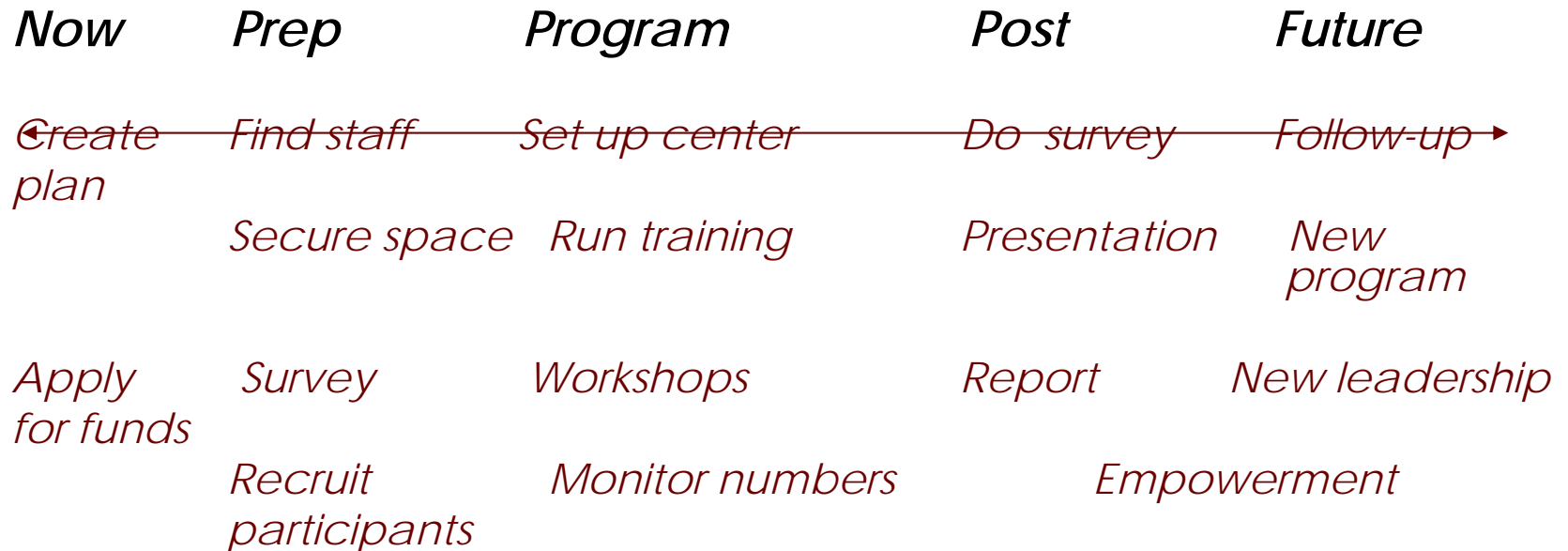
Phase 2  
- objective

Phase 1  
- objective

now

# Program design

## Sample simple outline



# Program design

goal

What - get space near bus stop; find 3 trainers  
Where - in city center  
Who - Ali and me  
when - before Oct 1  
How - thru Board member  
How much -rent E500/ month; equipment E1200  
How many - materials for 25

Phase 1  
-set up center

What - voc training - IT & design; get clients  
Where - at center  
Who - Ali to focus on training; me on clients  
when -evenings Nov-Feb, March-Jun, July-Sept  
How - prof trainer  
How much - E25 fee  
How many - 25 people each cycle

Phase 2  
- training

Phase 3  
- start selling

What - job placement  
Where - at center  
Who - Ali to focus on interview prep; me on clients  
when - after each course  
How - meet people at X events  
How much - fee from company for placement  
How many - 50% people each cycle

now

# Through the project cycle

## Keep track of data

- Quantitative (how many)
- Qualitative
- Format for narrative and budget reports
- Funds dispersement(s) schedule
- Keep track of costs as well as outcomes.

# *Monitoring*

## *During the program*

- How will you access problems along the way?
- What methods will you use?
- If problems are discovered what will you do?

# Program evaluation

*Checking the impact of your plan*

- How will you measure success?
- What methods will you use to measure impact?
- Include both qualitative and quantitative impacts
- When will you do the follow up?



## Draft Review #3

- Check the activities section with a partner.
- Ask questions and give advice.



# Resources Review

Key points - Context, Budget  
Revisions  
Notes

# Resources

- Funds
- Skills
- Knowledge
- Time
- People

# Preparing a budget

## EXPENSES:

- Personnel costs (salary, benefits etc.)
- Consultant fees (translation, training)
- Office supplies (paper, pens)
- Equipment (copier, computer)
- Postage/mailing (PR, members)
- Printing (booklets, fliers. Marketing materials)
- Travel (local, domestic, staff, program participants etc.)
- Shared/common (rent, telephone, utilities, internet, etc.)
- Repairs (equipment, office itself)

## INCOME, SUPPORT AND REVENUE

- Earned income
  - Admission fees
  - Sales
  - Ads in program
  - Table rental
- Grants
- Service contracts
- In-kind items and services
  - computer, camera, legal, financial
- Gifts
  - Cash contributions
  - Prizes
- Other income

# Project examples - budget

Project - Keiko's Kookies

## *Possible Costs*

Trainings  
Recruitment  
Mailing materials  
Postage  
Copying/printing  
Ingredients (flour eggs..)  
Bakery space  
Office space  
Machinery (computer, fax etc.)  
Ads/Outreach/PR mats ...  
Shipping

## *Possible Revenues*

Small start up grant  
Donated ingredients  
Donated computer from apple  
Cash donations  
Cookie purchases

# Preparing a budget

## - simple sample for KKA

<b>EXPENSES</b>	<b>cost</b>	<b># of people</b>	<b>units</b>	<b>occasions</b>	<b>totals</b>
transport	5	15	20	3	4500
ingredients	500	N/A	1	12	6000
PR materials	500	N/A		3	1500
training materials	150	15	N/A	3	6750
staff costs admin	2,500	3	0.5	12	6750
staff cost bakery	2,000	15	1	6	360000
rent office	2000	N/A	0.5	12	12000
rent bakery	5000	N/A	1	10	50000
				total	38850
<b>REVENUES</b>	<b>amount</b>	<b># of X</b>	<b>cycles</b>	<b>total</b>	
kookie income	15	350	3	15750	
donations	50	100	1	5000	
grants	20,000	N/A	1	20,000	
				40750	
				difference	1900



## Revisions and notes

- Write more details in your plan
- Ask questions.



Lunch time

See you in one hour!



# Presentation skills

Prep

Contents

Purpose

Delivery - How to do it

Visuals

# Presentation do's and don'ts

## pair work

*Should do*                      *should not do*

1. Purpose/appeal
2. Contents
3. Format
4. Delivery
5. Body language
6. other



# Presentations

1. Preparation
2. Purpose/appeal - for support
3. Contents & format
4. Delivery - How to do it - Style, Gesture, Body language, etc.
5. Visual aids



# Part1: Presentation preparation

Keys points for a successful presentation:

1. Prepare well.
2. Practice.
3. Deliver your presentation with energy and enthusiasm.



# Part1: Presentation preparation

4. Research
5. Gather data
6. Rewrite several times
7. Have someone else have a look at both the written and visual materials you will use.



# Part1: Presentation preparation

Check all the details you need to plan your presentation:

- The duration of the talk?
- Time for questions?
- The size and location of the room?



# Part1: Presentation preparation

## ■ Audience?

- Who are they?
- What do they know?
- What do they not know?
- What do they want to hear?

# Part 2 Purpose

- *Make your primary purpose clear*

Why are you giving this presentation?

What is the main point you wish to communicate?

- Appeal for moral support?
- Appeal for understanding?
- Because you have to?

# Part 2 Purpose

Include both emotional and logical data

- An emotional appeal is very important BUT so is logic and data.
- You can add the emotional appeal in the intro and wrap-up
- the central part should all be very logical and summarize all the key points from your written plan.

# Part 3 Presentation Contents

- *Make your primary purpose clear*

Build your presentation around your purpose.

- *Everything you say should support your purpose.*

Listeners will only remember key points.

So choose the information that will be clear, easy to understand.

Focus on what supports your project.

# Part 3 Presentation Contents

*Review your paper*

- Highlight the key points you need to present.

*Prepare an outline.*

- Select a few key points and examples.

*After your paper is done - Fill in your presentation outline.*

- Then write out the whole text of your speech



# Part 3 Presentation Contents

## Order your data

- Include only the key points from your paper
- Do not try to include everything.

## Problem solution package

- Introduce the problem and difficulties
- Then show the need for change
- Your project is a solution to the problem.



# Part 3 Presentation Contents

Format:

- Should have an introduction and conclusion.
- Only these are short 2-3 min. each.
- State purpose and appeal clearly in both.

# The introduction

Need to include:

1. Program/project title
2. Who is applying
3. Introduce your project idea simply.
4. Appeal - why you are moved to create the project, some interesting moment or story.
5. Overview the presentation - What you will talk about (content).

Optional: thanks, appreciation, self intro ... if added these should be no more than 1 minute total

# Conclusion

Need to include:

1. Final Appeal to the audience.
2. Why the project necessary
3. Impact on people's lives - the change being made.
4. Why it should be supported
  - Based on the information given how should the audience feel?

Optional: personal statements, thanks, appreciation ...if added these should be no more than 1 minute total

# Presentation outline 1

Intro  
2-3 min  
1-2 slides

Background / beneficiaries / needs / goals  
4-5 min.                      2-3 slides

Action plan outline - Steps / How  
8-12 min.                      3-5 slides

This training program  
2-4 min                      1-2 slides

Conclusion  
1-3 min  
1-2 slides

# Presentation outline 1

1. Intro: (2-3 min, 1– 2 slides)
  - ☞ Self intro
  - ☞ Show relationship between JICA priorities and your project
2. Background (4-5 min. 2-3 slides)
  - ☞ Project objectives and goals
  - ☞ Outcomes/impact
  - ☞ Local situation
  - ☞ Needs statement
  - ☞ Target population/beneficiaries
3. Action plan outline - Steps / How (8-12 min. 3-5 slides)
  - ☞ Approach/process/procedure/plan/schedule
  - ☞ Monitoring/evaluation
  - ☞ Funding Request – not details!
  - ☞ Allies/collaborations
4. Japan experience (2-4 min, 1-2 slides)
  - ☞ Person
  - ☞ Workshop or lecture
  - ☞ Visit
5. Conclusion (1-3 min, 1-2 slides)
  - ☞ Pitch you story
  - ☞ Why important – something personal
  - ☞ Final appeal

# Presentation outline 2

Intro  
2-3 min  
2 slides

This training  
2-4 min 1-2 slides

Background / beneficiaries / needs / goals  
3-5 min. 2-3 slides

Action plan outline - Steps / How  
8-12 min. 3-5 slides

Conclusion  
1-3 min  
1-2 slides

# Presentation outline 2

## 1. Intro: (2-3 min, 1– 2 slides)

- ⌘ Self intro
- ⌘ Show relationship between the problems and your project idea

## 2. Japan experience (2-4 min, 1-2 slides)

- ⌘ Person
- ⌘ Workshop or lecture
- ⌘ Visit

## 3. Background (4-5 min. 2-3 slides)

- ⌘ Project objectives and goals
- ⌘ Outcomes/impact
- ⌘ Local situation
- ⌘ Needs statement
- ⌘ Target population/beneficiaries

## 4. Action plan outline - Steps / How (8-12 min. 3-5 slides)

- ⌘ Approach/process/procedure/plan/schedule
- ⌘ Monitoring/evaluation
- ⌘ Funding Request – not details!
- ⌘ Allies/collaborations

## 5. Conclusion (1-3 min, 1-2 slides)

- ⌘ Pitch you story
- ⌘ Why important – something personal
- ⌘ Final appeal



# Presentation preparation

Review your action plan -  
Highlight the key points you want  
to include in your presentation

# Part 4 Presentation Delivery

- Voice & Style – talk to your audience, not yourself
- Show a positive attitude
- Speak
  - Slowly
  - Loudly
  - Clearly

# Presentation Delivery

- Body language -
  - Keep your head up relax!
- Eye contact
  - Face your audience, not the PPT or just at one person
- Gestures – differ in meaning by context
  - Do not rely on them to communicate your ideas;
  - Not too big, not too small
- Notes / outline are very useful and okay!
  - But don't read a paper for 20 min.

# Presentation Delivery

- This is a Pitch
  - What are your program's sales points?
  - Can you convince others why this is such a good/necessary project?
  - Seeming happy and positive will help get your point across
  - Show how your project is a solution to the problem.

# Presentation Delivery

## ■ Time:

### Watch the time

- Do not go over 20 min.
  - going over time shows a lack of preparation/lack of time mgt skills.

### Time keeping:

- When you get the 3min warning you should be at your conclusion.
- When you get the 1 minute warnings - give your final statement.

# PPT, handouts and visual aids

## *Do's*

- Select appropriate visual aids .
- PPT are not Cue cards
- just include key words or phrases to prompt you
- Pictures or other visuals should be helpful not distracting.

## Don'ts

- Not too many words on each slide
- Make font large (20+) and easy to read
- Don't use backgrounds that make them hard to read
- Not too many slides (8-15 only)



# Presentation preparation

Delivery and visual aids discussion  
Do you need to prepare  
anything?



# Preparing presentations

Make an outline for your presentation on your project and proposal.

Be sure to include all the basic information PLUS a sales pitch.

In pairs review your outlines.

# Last Presentation hints

- ① Arrive and start on time
- ② Think of your talk like telling a story.
- ③ Make your message clear at the beginning
- ④ Arrange and prioritize the contents.
- ⑤ Be positive!

# Last Presentation hints

- ⑥ Speak slowly and clearly.
- ⑦ Cover all key points - but do not include all details
- ⑧ If you get nervous - take a breath and think for a moment.
- ⑨ Use cards or notes - but do not just read a piece of paper.
- ⑩ Finish within the time limit.

# Practice

- Present your project.
- Help each and give advice to make each others presentations better.

## Q & A and writing time

- Last questions.
- Writing up presentation.

# The action plan - key dates

From now - rewriting & revising & editing & advising

Nov 12      Second draft due,  
Presentation draft due  
Presentation practice (10-15min each),  
discussion & feedback

Nov 14      Final Presentation  
\* 20 min max before the committee  
Focus on presentation & contents  
Q & A

Nov 15      Final paper due



Good luck!!!

Thanks for your hard work &  
kind attention!

See you on TUESDAY - Nov  
13!

Sarajevo