

# + Project Plan Development Workshop

Day 2



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December 5, 2008

# + Today's schedule

## **Morning session**

Quick overview

Draw lots

10-15min . presentations

## ***LUNCH***

## **Afternoon session**

Presentation comments and hints

Q & A

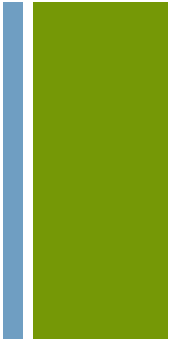
Comments on review of project plan contents

Revisions and notes

Q & A



# *What is a Project Plan?*



- Purpose:
- Focus:
- Emphasis:
- Concrete:
  - Are there anything you are not sure about?
  - Any questions?

# + Outline for the action plan

1. Name, organization and country
2. Title of your plan / proposal
3. Background information
4. Overall Goals
5. Concrete Objectives
6. Stakeholders and Beneficiaries
7. Impacts of your project on Stakeholders
8. Project implementation plan: step by step outline & description, including schedule and timeline
9. Monitoring and evaluation
10. Possible obstacles to Project plan implementation
11. Budget needed, how to raise funds
12. Impact of this training: how this training contributes to your Project Plan



# Presentations

Draw lots

10 min. for presentation  
+ 5 min for Q & A

1. 9:45
2. 10:00
3. 10:15
4. 10:30
5. 10:45
6. 11:00
7. 11:15
8. 11:30
9. 11:45



# Presentations

10 minutes per person

+ 5 min for Qs

*Make comments for each person  
on the following:*

1. Purpose/appeal
2. Contents
3. Format
4. Delivery
5. Body language
6. Visual aids
7. Other

*USE 1 FORM for comments on each  
person's presentation.  
I will make comments on both your  
paper and your presentation.*



# Lunch break



# + Afternoon schedule

13:30 – 14:30 - Presentation hints and overview

14:30 – Narrative contents review

15:45 -16:00 - Final Q & A



# Presentation do's and don'ts

*Should do*

*should not do*

1. Purpose/appeal
2. Contents
3. Format
4. Delivery
5. Body language
6. Visual aids
7. 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

# + Part 1: Presentation preparation

Key points for a successful presentation:

1. Prepare well.
2. *Practice.*
3. Deliver your presentation with energy and enthusiasm.
4. Gather data
5. Rewrite several times
6. Have someone else have a look at both the written and

# + 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?
- 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

- An emotional appeal is very important BUT so is logic and data.
  - the central part should all be very logical and summarize all the key points from your written plan.
- *Make your primary purpose clear at the start.*  
Build your presentation around your purpose.

# + Part 3 Presentation Contents

- *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 re-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

## *Order and Format:*

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

# + The introduction

Include:

1. Project/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 example #2

Intro  
2-3 min  
1-2 slides

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

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

This training program - the Japan exp.  
2-4 min                      1-2 slides

Conclusion  
1-3 min  
1-2 slides

# + Presentation outline example #1

## 1. Intro: (2-3 min, 1– 2 slides)

- c Self intro
- c Project introduction

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

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

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

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

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

- c Person
- c Workshop or lecture
- c Visit

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

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

# + Presentation outline 2

**Intro**  
2-3 min  
2 slides

**This training program in Japan**  
2-4 min                      1-2 slides

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

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

**Conclusion**  
1-3 min  
1-2 slides

# + Presentation outline example #2

## 1. Intro: (2-3 min, 1– 2 slides)

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

## 2. This training program in Japan (2-4 min, 1-2 slides)

- c Person
- c Workshop or lecture
- c Visit

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

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

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

- c Approach/process/procedure/plan/schedule
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## 5. Conclusion (1-3 min, 1-2 slides)

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

# + 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!
- Face your audience, not the PPT or just 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 project'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:

### Be careful of 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.

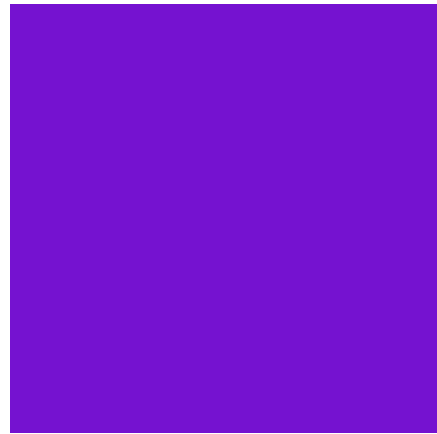
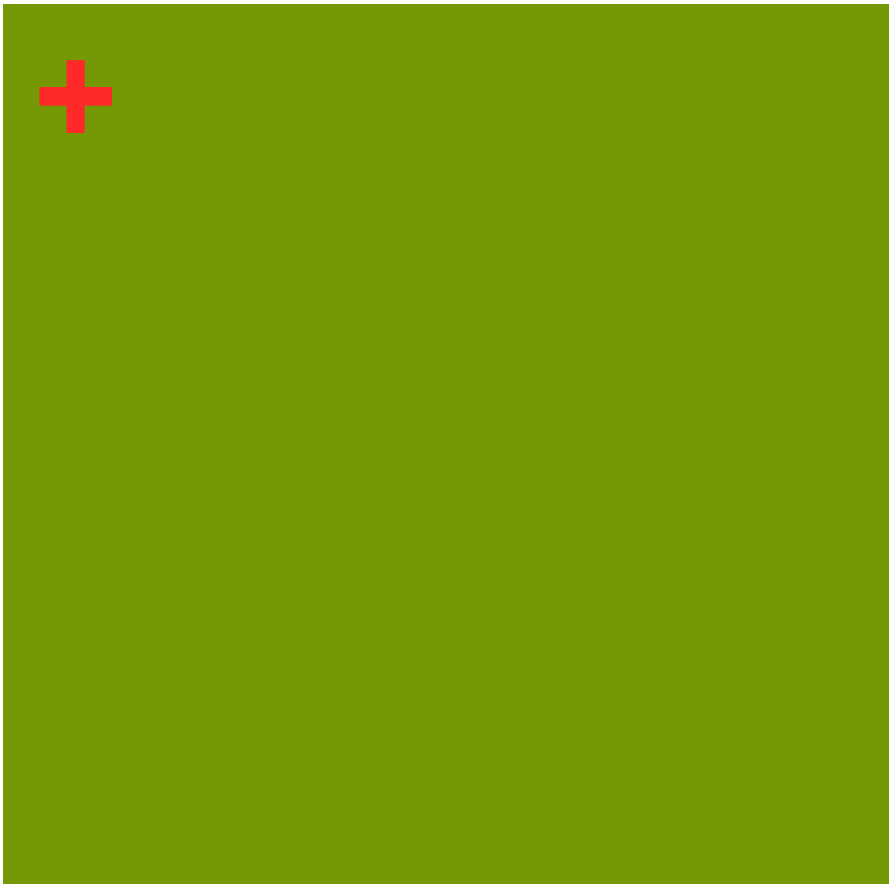
# + PPT, handouts and visual aids

## *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)



Draft review

Key points only

# + Outline for the action plan

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# Background information

(local issues, problem description and needs statement )

Take a large amount of information and summarize it

## **Local issues: Describe the situation in your country**

Give us basic 5W2H information so we can understand the context

We should understand the local situation.

*Obstacles and Opportunities:*

## **Problem description/Define the problem:**

Present information on the

Use data, quotes, and comments from people in the field about the needs

What problem your project focuses?

What are the causes & the impacts of this problem?

## **NEEDS statement:**

Why is this program necessary?

Why is this project a solution to a problem?



# Goals & objectives



## **Overall Goals**

What is your project purpose?

What you want to achieve?

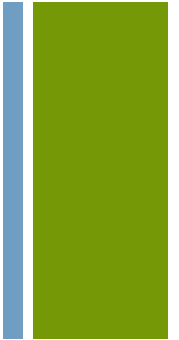
## **Concrete Objectives**

What are the short-term accomplishments you hope to achieve?

What small achievements do you need to make in order to get to your overarching goal?

These should be very specific and include many short-term targets to be achieved

# + Stakeholders



## Beneficiaries

- Tell us about the people who are involved in and benefit from the program.
- Who will take part in your program? Who is your target audience?
- Why is this program meaningful for these people?

## Other stakeholders and supporters

- Who are the other people affected?
- Are there organizations you can work with?
- Running the program: Who needs to be involved?



# Impacts on Stakeholders



1. How will your project affect:  
Your beneficiaries or target population?  
Their families?  
The community in which they live?
2. What will the direct impacts be?
3. What are the long term impacts on each?

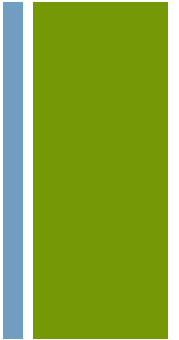
# + Implementation Plan outline

- Task description - A step by step description of what needs to be done to make your project happen
- PR and outreach plan
- Time line / schedule

# + Implementation methods

- Brainstorm all the activities that will need to be accomplished in order to achieve your goal and objectives.
- Outline all the dates and steps to ensure plan completion.
- Include all steps - do not think steps are obvious or it is not necessary to explain key parts to your plan.
- Start with the end point and work your way back to now:
  - Goal/endpoint
  - Evaluation
  - Program implementation
  - Preparation – what you need to do before the program
  - From now

# + Project Plan details



- A detailed description
- Put all your ideas in order.
- Determine all the dates and steps to ensure plan completion in time.
- Create a time line with key deadlines and dates that you can monitor
- Include a detailed PR and outreach plan to guarantee impact and numbers
- Details of how and who will do what you plan

# + 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**



goal

# Project Plan outline

What -  
 Where -  
 Who -  
 When -  
 How -  
 How much  
 How many -

What -  
 Where -  
 Who -  
 When -  
 How -  
 How much  
 How many -



Phase 2  
- objective



What -  
 Where -  
 Who -  
 When -  
 How -  
 How much  
 How many -

now



# PR and outreach plan



- Who will your Plan will be announced to?
  - Individuals?
  - Groups?
  - Directly?
  - Indirectly?
  
- How will you do PR?
  - Fliers? Posters?
  - Internet? Newspaper?
  - Community group meetings or events?



# Monitoring & Evaluation

## *During the project*

Checking how things are going:

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

## *After the project*

*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



Any questions?

Review with a partner.

# + Last notes



1. Include all 12 points
2. Practice your presentation.
3. Ask and give advice to make papers and presentations better.
4. Help each other.

# + Last Presentation hints

- ① Arrive and start on time
- ② Cover all points - but do not include all details.
- ③ Turn your our talk into a story.
- ④ Make your project purpose.
- ⑤ Be positive!

# + Last Presentation hints

- ⑥ Speak slowly and clearly.
- ⑦ If you get nervous - take a breath and think for a moment.
- ⑧ Use cards or notes - but do not just read a piece of paper.
- ⑨ Watch the time!

# + The project plan - key dates

From now - rewriting & revising & editing & advising

Final Action Plan Narrative (Paper) Due

Final Presentation



Good luck!!!

Thanks for your hard work &  
kind attention!

Sarajeon