

Action Plan Writing Workshop

Day 2

June 21

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Today's schedule

- 9:00 - 9:15 Intro discussion
- 9:15 - 9:45 Review of drafts in pairs
Check list, Q & A
- 9:45 - 10:30 Timeline/method
- 10:30 - 11:00 Review of other key points
- 11:00 - 12:00 Revisions and notes

- 1:00 - 3:00 Presentation skills
- 3:00 - 3:40 Short presentations
- 3:40 - 4:00 Q & A, Revision

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?

Action plan check list

1. Name, organization and country
2. Title of your plan
3. Knowledge or experience acquired during the training in Japan
4. Background (issues, direction of policy etc)
5. Pre-conditions and possible obstacles to your action, if any
6. Overarching Goals
7. Concrete Objectives
8. Expected Outcomes
9. Target audience/Beneficiaries
10. Implementing agency and collaborative partners
11. Budget needed, how to raise funds
12. Monitoring and evaluation
13. Timetable - Program method /step by step outline of steps you will take

Pair work

Check list

Q & A

Review of key points

Action plan check list

Work in pairs

Work together for 10-15 min on each person's plan.

Check your partners action plan

Review the check list - make sure all items are included

Ask us all Questions

Action plan check list

1. Name, organization and country
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Action plan 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?
- Check each others budgets.

Planning review

Overview of key points

goals, objectives & outcomes

- **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.
- measurable **outcomes** to be achieved - What will be the impact of your program on your target population?

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 5 W 2H
 - who will do what**
 - Where and when**
 - with what resources**
 - How long will it take**
 - How much will it cost**

Program design and methodology

goal

OUTLINE - starting with a step ladder model

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 and methodology

Sample simple outline

<i>Present</i>	<i>Objectives</i>			<i>LI goals</i>
<i>Now</i>	<i>Prep</i>	<i>Program</i>	<i>Post</i>	<i>Future</i>
<i>Create plan</i>	<i>Find staff</i>	<i>Set up center</i>	<i>Do survey</i>	<i>Follow-up</i>
	<i>Secure space</i>	<i>Run training</i>	<i>Presentation</i>	<i>New program</i>
<i>Apply 4 funds</i>	<i>Survey</i>	<i>Workshops</i>	<i>Report</i>	<i>New leadership</i>
	<i>Recruit participants</i>	<i>Monitoring</i>		<i>Empowerment</i>

Program design and methodology

goal

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 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

Phase 2
- training

Phase 1
- set up center

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

now

Monitoring

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

Program design and methodology

*Post program - evaluation and follow-up
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?

Through the funding 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.

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

EXPENSES	cost	# of people	units	occasions	totals
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
REVENUES	amount	# of X	cycles	total	
kookie income	15	350	3	15750	
donations	50	100	1	5000	
grants	20,000	N/A	1	20,000	
				40750	
				difference	1900

Presentation skills

Prep
Contents
Purpose
Delivery - How to do it
Visuals

Sample presentation

Make notes on these points:

1. Logic and contents
2. Delivery
3. Appeal
4. Visual aids

Presentations

1. Preparation
2. Contents - outline
3. Purpose appeal for support - include both emotional and logical data
4. How to do it - Style, Gesture, Body language, etc.
5. Visual aids

Part1: Presentation preparation

Keys points for a successful presentation:

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

Part1: Presentation preparation

1. Research
2. Gather data
3. Rewrite several times
4. 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 is included.
- The size and location of the room.
- Audience.

Part 2 Presentation Contents

- *Make your primary purpose clear*

What is the main point you wish to communicate?

Build your presentation around that.

- *Everything you say should support that.*

Listeners will only remember key points. So choose the information that will be clear, easy to understand and that supports your project.

Part 2 Presentation Contents

Order your presentation in a way you are comfortable

- Include only the key points from your paper

Do not try to include all the items that you have in your paper

- First *Prepare an outline* .

Only write out the whole text after you have your paper and outline completed

- Select the key points and examples

Presentation outline 1

1. Intro: (2-4 min – 2 slides)
 - ⌘ Self intro
 - ⌘ Why important
2. Background (3-5 min. 2-3 slides)
 - ⌘ Project objectives and goals
 - ⌘ Outcomes/impact
 - ⌘ Local situation
 - ⌘ Needs statement
 - ⌘ Target population/beneficiaries
3. Timeline / Steps / How / Method (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
2-4 min
2 slides

This training
2-4 min 1-2 slides

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

Program design / How / Method
8-12 min. 3-5 slides

Conclusion
1-3 min
1-2 slides

Presentation outline 2

1. Intro: (2-4 min – 2 slides)
 - ↳ Self intro
 - ↳ Show relationship between the their priorities and your work
2. Japan experience (2-4 min – 1-2 slides)
 - ↳ Person
 - ↳ Workshop or lecture
 - ↳ Visit
3. Background (3-5 min. 2-3 slides)
 - ↳ Project objectives and goals
 - ↳ Outcomes/impact
 - ↳ Local situation
 - ↳ Needs statement
 - ↳ Target population/beneficiaries
- 4 Timeline / Steps / How / Method (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

Part 3 Making the appeal

Purpose appeal for support

- include both emotional and logical data

- Introduction and wrap-up
- Very important for the appeal
- You can add the emotional appeal in the intro and wrap-up
 - the central part should all be very logical

The introduction

Need to include:

1. Program/project title
2. Who is applying
3. Appeal/need
4. Introduce key themes: show need, vision and expected impact
5. What you will do (content), how you will do it (structure)

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

Conclusion

Need to include:

1. Final Appeal
2. Why necessary for your group
3. Expected impact
4. Why it should be supported

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

Presentation Delivery

- Voice & Style – talk to your audience, not to one person or to yourself
- Show positive energy
- Speak
 - slowly
 - loudly
 - Clearly

Presentation Delivery

- Body language -
 - Face the audience, keep your head up relax!
- Eye contact
 - Look at 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
- Don't read your 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

Presentation Delivery

- Time:

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

Watch the time

When you get the 3min warning you should be at your conclusion.

When you get the 1 minute warnings - give your final statement.

PPT and visuals

- *Select appropriate visual aids .*

PPT - not Cue cards - just include key words or phrases to prompt you - attention-getters.

visuals should be helpful not distracting.

Not too many words on each slide

Make font large (20+) and easy to read

Do not use backgrounds that make the font hard to read

Not too many slides (8-15 only)

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.

Final Activity

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

The action plan - key dates

From now - rewriting & revising

- | | |
|-----------|--|
| June 25 | Second draft due,
Presentation draft due
Presentation practice (10-15min each), discussion
& feedback |
| June 27 - | Final Presentation (20 min max before the
committee)
Focus on presentation & contents
Q & A |
| June 28 | Final paper due |

Good luck!!!

Thanks for your hard work and kind attention!

Sarajeon