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# Project Plan Writing Workshop

Day 2

July 24



# Today's schedule

Intro discussion

Review of drafts in pairs

Check list, Q & A

Review of project plan contents

Revisions and notes

Presentation skills

Outline preparation

Short presentations

Q & A and writing time



# *What is a Project Plan?*

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

# *What is a Project 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

# Project 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.

# Project 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. Project plan implementation outline
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 Knowledge acquired during the training in Japan



# Project 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 project is the solution to the problem

# Goals & objectives

- **Overarching goals** - The purpose of your project - 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 project
- 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-project
- Project implementation
- Post-project evaluation activities

*Show a clear timeframe and a logical progression*

# Timeline

- ***Pre-project Preparation***

Include details on how you will set up the project

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**

# Project 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



# Project 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 project*

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

# Project 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, project 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. 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 1

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

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

## 4. Training program in 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 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 2

## 1. Intro: (2-3 min, 1– 2 slides)

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

## 2. This training program in Japan (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. Project 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 project 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 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:

### 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 project plan - key dates

From now - rewriting & revising & editing & advising

July 28      Second draft due,  
Presentation draft due  
Presentation practice (10-15min each),  
Discussion & feedback

July 30      Final Presentation  
\* 20 min max before the committee  
Focus on presentation & contents  
Q & A

July 31      Final paper due



Good luck!!!

Thanks for your hard work &  
kind attention!

See you on on July 28 !

Sarajeon