



Project Initiation

Title of Project: _____

Team Leader: _____ Team Members: _____

1) Purpose of the Project (Why?)

1a) Principles to keep in mind: (organization values, standards, policies—"I would give the team totally free rein as long as they ..." Provides parameters and criteria)

1b) Brief Description of Project:

2) Anticipated Outcome [GOAL] (What will this project be like when it successfully appears in the world?)

2a) Envision beyond the completion date

2b) Imagine wild success!

2c) Capture features, aspects, qualities you imagine in place

3) Brainstorming

3a) Start with everything you can think of. Capture these externally. (mindmap or outline)

--Don't judge, challenge, evaluate, or criticize

--Go for quantity, not quality

--Put analysis and organization in the background

4) Organizing

4a) Identify the significant pieces

4b) Sort by one (or more):

--components

--sequences

--priorities

4c) Detail to the required degree

4d) Where will pertinent information be kept?

-- Information needed (Contact names and numbers, etc.):

-- Materials needed:

-- Other information:

5) Next Actions

5b) What are the current "moving parts?"

5b) What is the next action for each of the current moving parts? (and who is responsible)

5c) Decide on next action in the planning process

Other Information:_____



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1) Research

- a. What do we know about this population/situation/need/resource/lack of resource/etc?
- b. What organization information do we need to consider?

2) Concept

- a. Envision beyond the completion date. What will a very successful project look like?
- b. Capture features, aspects, qualities you imagine in place

3) Production

- a. Plan the project from beginning to end.
- b. Implement the project—prepare for “launch” date.

4) Launch

- a. Put the project out to the world.

5) Review

- a. When will the project be reviewed?
- b. How will we know if it is having the desired effect?

Other Information: _____

Perhaps include:

- Parameters (Guidelines within which the project needs to occur. E.g., time or money limitations, number of personnel available, etc)
- Timeline with benchmarks and the person assigned.
- Indication of whether this is an ongoing project or a one-time project.
- Information needed for the project/ materials needed for the project