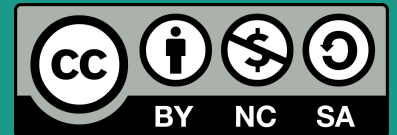


# How do you develop project ideas?

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## Set clear aims & objectives



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# Planning - here's what you need to work out...

---

What do  
you want to  
achieve?

How are  
you going to  
do this?

# Planning



What do  
you want to  
achieve?

## Be clear about your aims

- Aim = general statement of intent
- longer term or overall purpose
- what do I want to achieve overall?

# Example - my friend's birthday party...

---

What do  
you want to  
achieve?

I WANT TO ARRANGE A PARTY  
THAT BRINGS OUR GROUP OF  
FRIENDS TOGETHER

I WANT MY FRIEND TO  
HAVE A GOOD TIME

I WANT IT TO BE THE  
BEST PARTY EVER!

I WANT EVERYONE TO  
CELEBRATE MY FRIEND'S  
BIRTHDAY

# Example - my friend's birthday party...

---

## Overall aim:

To arrange a party that:

- celebrates Lucy's birthday
- brings our group of friends together
- Lucy enjoys
- is the best party ever

# Planning



What do  
you want to  
achieve?

## Why are clear aims important?

- it's easy to get lost!
- use them to test everything
- if they are worthwhile, they'll keep you motivated
- why am I doing this again?

# Example - my friend's birthday party...

---

Why am I  
doing this  
again?

I LOVE MY FRIEND + VALUE  
HER HAPPINESS

LUCY HAS HAD A HARD  
YEAR + I WANT MY FRIEND  
TO HAVE A GOOD TIME

I WANT TO CHALLENGE  
MYSELF TO MAKE THE BEST  
PARTY EVER!

IF WE DON'T DO THIS,  
WE'LL FORGET TO ALL  
MEET UP AS FRIENDS

# Example - my friend's birthday party...

## Overall aim:

To arrange a party that:

- celebrates Lucy's birthday
- brings our group of friends together
- Lucy enjoys
- is the best party ever

**\* DO SOMETHING NICE  
FOR LUCY**

**\* IT'S GOING TO BENEFIT  
MY FRIENDSHIP GROUP**

**\* IT'S A PERSONAL  
CHALLENGE**

**WHY DO  
THIS?**



# Planning

---

What do  
you want to  
achieve?



Arrrrrrrghhhh...

Here's a lesson  
I learned  
the hard  
way!

# Planning

---

What do  
you want to  
achieve?



Don't jump on a  
specific activity too  
quickly!!!

- does it have to be a party?
- could the format change or adapt?

# Example - my friend's birthday party...

## Overall aim:

To arrange a **party** that:

- celebrates Lucy's birthday
- brings our group of friends together
- Lucy enjoys
- is the best party ever

**WHAT WOULD MAKE IT  
"THE BEST PARTY EVER"?**

# Example - my friend's birthday party...

## Overall aim:

To arrange an **activity** that:

- celebrates Lucy's birthday
- brings our group of friends together
- Lucy enjoys
- is memorable, fun & involves something unusual or special

# Planning



What do  
you want to  
achieve?

## Set objectives

- Objectives = more specific individual indicators, targets or steps
- you need to be able to measure these
- how can I break down my overall aim?
- how will I know I have achieved my aim?

# Example - my friend's birthday party...

## Overall aim:

To arrange an activity that:

- celebrates Lucy's birthday & brings our group of friends together
- Lucy enjoys & is memorable, fun & involves something unusual or special

**WHEN IS LUCY'S BIRTHDAY?**

**WHO NEEDS TO BE THERE? HOW MANY PEOPLE?**

**WHAT DOES LUCY ENJOY DOING?**

**WHAT WOULD MAKE IT MEMORABLE OR FUN?**

# Example - my friend's birthday party...

## Aim:

To arrange an activity that celebrates Lucy's birthday, brings our group of friends together, that Lucy enjoys & is memorable, fun & involves something unusual or special

## Objectives:

- The activity happens on or around the 10th March
- Around 20 people, including Lucy's partner & best friends attend
- The activity involves music, food & dancing, and fire-eaters
- There are at least 2 special moments of "birthday celebration"

# Planning

---



What do  
you want to  
achieve?

Quick recap

Work out what you want to achieve

- Be clear about your aims
- Understand your motivations
- Don't jump on a specific activity too quickly
- Set objectives (that you can measure)



# Planning - here's what you need to work out...

---

What do  
you want to  
achieve?



How are  
you going to  
do this?

# Planning



How are  
you going to  
do this?

## Possible Outcomes

- there will always be more than one solution!!
- brainstorm & test against your aims and objectives
- which version best helps me achieve the overall aim?

# Example - my friend's birthday party...

**Aim:** To arrange an activity that celebrates Lucy's birthday, brings our group of friends together, that Lucy enjoys & is memorable, fun & involves something unusual or special

- Objectives:**
- The activity happens on or around the 10th March
  - Around 20 people, including Lucy's partner & best friends attend
  - The activity involves music, food & dancing, and fire-eaters
  - There are at least 2 special moments of "birthday celebration"

*WHAT ARE THE PROS + CONS?*

**Possible  
Outcomes:**

**Party at  
a venue**

**Party at  
my house**

**All go to a  
festival**

# Planning



How are  
you going to  
do this?

## Map your resources

- equipment, facilities, funding, “stuff”
- time, people, labour
- what do I need to make this happen?
- where can I find the things I need?

# Example - my friend's birthday party...

Party at  
a venue

HIRE A VENUE - SIZE? COSTS?

SOMEONE TO DJ - WHO DO WE KNOW?

DECORATIONS - WHAT WOULD WE NEED?

Party at  
my house

GAZEBO FOR EXTRA SPACE - COSTS?

SOUND SYSTEM - BORROW THIS? TOO LOUD?

All go to a  
festival

BUYING TICKETS - COSTS?

CAN EVERYONE COME - GETTING TIME  
OFF WORK? TRAVEL? TENTS?

# Planning



How are  
you going to  
do this?

Decide on the best  
outcome

- which version best helps me achieve the overall aim?
- which version can I actually achieve?
- which is the most realistic in the time or with the money I have?

# Planning



How are  
you going to  
do this?

## Make a work plan

- break it down into tasks
- order the tasks
- in what order does everything need to happen?
- what are your deadlines?

# Planning

---



How are  
you going to  
do this?

Quick recap

Using your aims & objectives as a guide...

- Brainstorm possible outcomes
- Map your resources
- Decide on the best outcome
- Make a work plan



# Planning - here's what you need to work out...

---

What do  
you want to  
achieve?



How are  
you going to  
do this?



# Planning - OK, now, it's your turn...

Try out these ideas...

→ Use the worksheet to apply these ideas to your own project

Use this space to work out the overall aims of your project:

**Example** my friend's birthday party...

**What do you want to achieve?**

- I want to make a party that's fun and easy to make
- I want to make it so that everyone can have a good time
- I want it to be the best party ever!

**Planning** ⚠ Don't jump on a specific activity too quickly!!

**What do you want to achieve?**

---

Use this space to work out the motivations behind your project:

**Example** my friend's birthday party...

**Why am I doing this again?**

- I love my friend - I want to make them happy
- I want to see a good time
- I want to make a party that everyone can have a good time
- I want to make a party that everyone can have a good time

**#1**

**Why am I doing this again?**

Write the overall aims of your project here: **#2**

**Overall aim:**

**Set objectives**

- more specific
- individual indicators, targets or steps
- you need to be able to measure these
- how can I break down my overall aim?
- how will I know I have achieved my aim?

**Use this space to break down your project's aim into more specific objectives:**

**TIPS:** What are the results of the project? How would you like it to be? Who is taking part? What are they involved in doing? What do they get out of it? What can they do by taking part that they wouldn't be able to do otherwise?

**Example** my friend's birthday party...

**Aim**

- I want to make a party that's fun and easy to make
- I want to make it so that everyone can have a good time
- I want it to be the best party ever!

**Objectives**

- I want to make a party that's fun and easy to make
- I want to make it so that everyone can have a good time
- I want it to be the best party ever!

**Make sure these are as clear & specific as possible, can be measured in some way, and are relevant to your overall aim...**

**Possible Outcomes:**

Choose 3 ideas for possible project outcomes from the last task. Map the resources needed for each of the possible outcomes:

**Map your resources**

- equipment, facilities, funding, 'stuff'
- time, people, labour
- what do I need to make this happen?
- where can I find the things I need?

**IDEA #1**

**IDEA #2**

**IDEA #3**

what would I need to make this happen?

what would I need to make this happen?

what would I need to make this happen?

**#4**



See handout...