

DiGiPort

Planning and development



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Introduction



Every good idea requires a clear action plan that will break the idea into multiples steps before its success. Anyway it is much more efficient to communicate your dreams and goals when you have a plain image of what you are willing to create. There are many techniques out there that will assist you into developing and executing an efficient plan and assist you reaching your objectives.





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Learning outcomes



Key elements of good planning (tools, techniques)



How to create an effective action plan



Learning outcomes



Learn to identify and resolve all key aspects of your business



Enhance knowledge and skills on planning and executing



Theory



Being an artist in today's generation also entails being an entrepreneur. As it is commonly known professionals in the creative and cultural sector are usually self-employed and the devastating effects of COVID-19 pandemic was a big hit for these sectors. Planning and programming competences are crucial for many professions and even in everyday matters, so you can imagine the importance of these skills in the above mentioned sectors.

In order to start organizing yourself and make profit from what you do, also ensure your sustainability, you need to learn a few things that we have enlisted to assist you. The first two questions you need to answer are below:

- What do you want to achieve?
- What are you doing to achieve it?



Tips and examples

- What do you want to achieve?

!You need to have a clear view on your goals and how you are going to use your skills to achieve them.

- What are you doing to achieve it?

!What are your everyday actions to achieve what you are planning to do (time management, resources)



SWOT analysis

Most of people have heard the SWOT analysis developed by Albert Humphrey of the Stanford Research Institute determined in the 1960s .

A SWOT analysis is a high-level strategic planning tool that aids firms in determining their internal and external strengths and areas for improvement.

Strengths, Weaknesses, Opportunities, and Threats, or SWOT, is an acronym.

SWOT is effective since it enables you to assess your business by taking into account a variety of factors:

- Internal elements (things you can control) such as team members, software, and location make up strengths and weaknesses.
- External elements (things you can't control) like competitors, laws, and economic trends are examples of opportunities and threats.



SWOT analysis

In the next slides you will find the SWOT matrix to gain a clear image on the strengths, weaknesses, opportunities, threats of your business but before we proceed here a few tips on how to get organized.

1. Be as clear as possible on your ideas
2. Don't be afraid to brainstorm. One idea generates a new one.
3. Before you start, get organized.
4. Revise your analysis later on. Maybe you missed something, give it some time.
5. Convert strengths and weaknesses into opportunities
6. Place the right priorities.



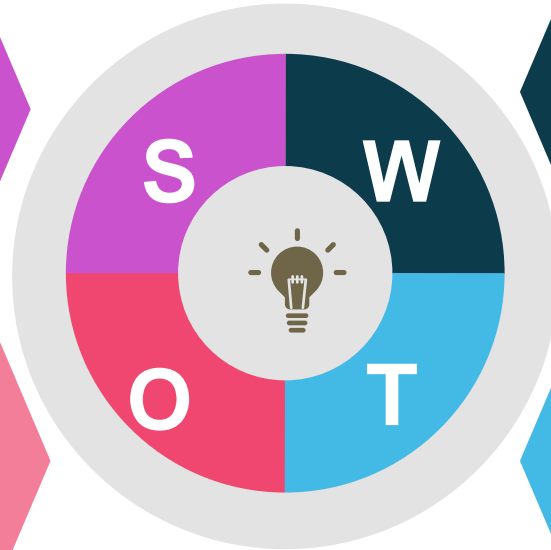
SWOT analysis

Strengths:

- What am I doing best?
- What is unique about what I am offering?
- In what are do I outpace my competitors?

Weaknesses:

- What can be improved?
- Where do I fall behind my competitors?
- Where am I lacking in knowledge or resources?



Opportunities:

- What emerging trends can I take advantage of?
- What are the market gaps?

Threats:

- How is competition?
- What market trends am I unprepared for??



SMART goals

After organizing your thoughts with the SWOT analysis you need to proceed creating an Action Plan and setting your goals.

Make a list of all your objectives as a businessperson:

- Your monthly turnover financial objectives;
- the number of customers, the services provided, and the average amount paid for each order, or "average basket";
- Any other objective you could be considering.

!Your marketing objectives need to be SMART



SMART goals

You can plan and accomplish your goals by using the tried-and-true SMART technique. There are numerous ways to interpret what the acronym means, but the most popular one is



- **What** do I want to accomplish?
- **Why** is this goal important?
- **Who** is involved?

Setting quantifiable objectives will help you monitor your progress and maintain motivation.

An attainable objective typically provides an answer to issues like:
How can I achieve this objective?
Based on other limitations like financial considerations, how feasible is the goal?

If "yes" is given to any of the following, the purpose is relevant:

- Do you think this is worthwhile?
- Is it appropriate now?
- Does this fit with our other needs or efforts?

Every objective requires a target date so that you have a deadline to concentrate on and a goal to strive for.



SMART goals

You can check the video here on how to set SMART goals for your personal and business growth. The process is easy and the tutorial guides you step by step on the actions you need to implement.

 **How to Set SMART Goals**



<https://www.youtube.com/watch?v=OXA6gfzFA24&t=5s>



Action Plan

Ok you have made your SWOT analysis as a CCS professional and you have set your SMART goals, you have a clear image of how to proceed and what you want to achieve, now all you need is to start planning your next moves and you will achieve that by creating a detailed Action Plan for every aspect of your business.

An action plan is a detailed description of the steps and materials required to finish a project or reach a goal. It can be viewed as a visual countdown to project completion or as a list of tasks required to produce desired outcomes.

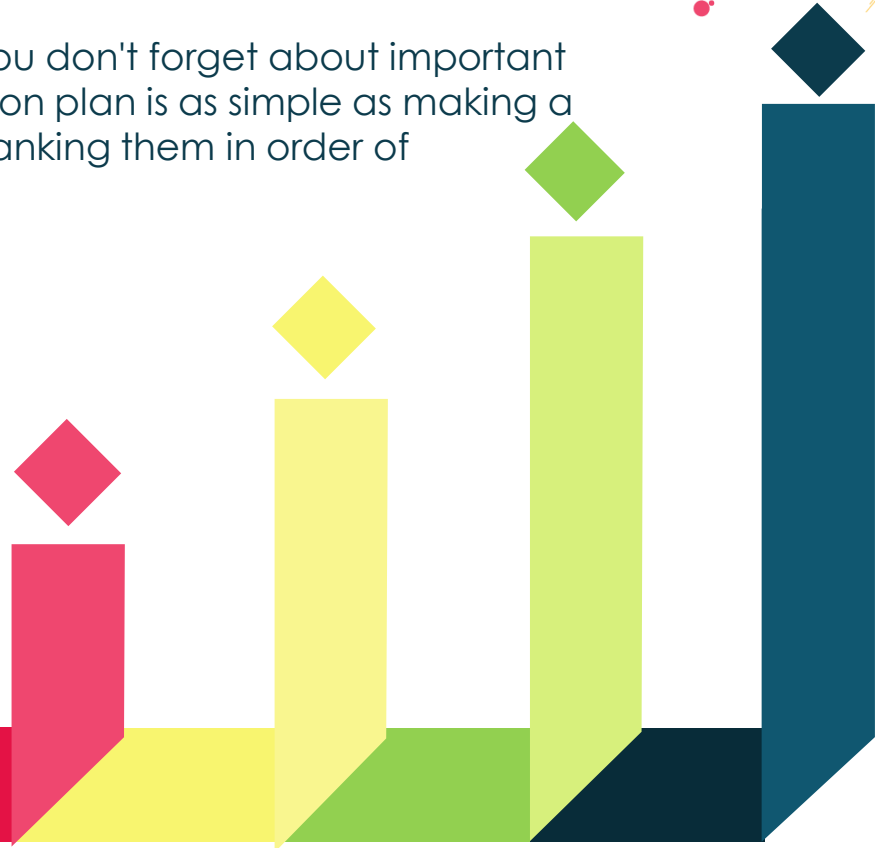
We will assist you in this too.
We will guide you on the things
to consider for your next moves.



Action Plan

An action plan's main goal is to make sure you don't forget about important project milestones and tasks. Making an action plan is as simple as making a list of the things you need to get done and ranking them in order of importance.

- ◆ Step 1: Set your goal
- ◆ Step 2: To do list
- ◆ Step 3: Spot critical tasks
- ◆ Step 4: Assess and improve



One more step...

- ◆ Another hidden step is to assign tasks to others but this occasion only exists in the case that you involve other people in your work.



Action Plan

We have analytically advised you what aspects to consider once building your action plan. Now we will focus on what NOT to do while planning.

DO NOT

- Set 100 goals at once.
- Adjust your plan all the time. Stick to the initial one. Rearrange only when is necessary.
- Prioritize according to needs not convenience.
- Give up on tasks on your list
- Insert things that you are not planning to actually do in your list.



Management tools

Using project management software makes it easier to visually organize your action plan. You may quickly enter your project resources, needs, and schedules as well as monitor your progress over the course of the project. There are many management tools online that you can use to fulfil your purposes.



With the aid of Monday.com, people can organize their workload, adhere to deadlines, and foster a transparent work environment.



Projects are a single location where all of your tasks, data, and communications can live in HubSpot's free Marketing Hub.



GANTTPRO is one of the greatest pm programs, valued by more than 250k project managers worldwide.



Management tools

We have enlisted and showed to you a few of our own favorite management tools however there are many more out there. We suggest to search for your own what is best suited according to your goals and visions.

Most tools provide a free basic account. Go ahead and try out for yourselves.

For more options follow the link below.



55 Best Project Management Tools for 2022



Examples/Good Practices



“Interview with an expert”

Business psychologist Simon Kilpatrick was interviewed regarding the aspect of keeping your team and yourself motivated and he highlighted the importance of SMART goals. Specifically, he quoted “If you structure regular performance appraisals using SMART goal setting, employees will feel more like they are making a relevant impact on your organisation’s success. And because of the nature of SMART goals, they will feel more in control of their actions, accountable for achieving the agreed results, and more motivated to succeed”. However, he also noted in his interview the factor “fear” and the way it appears and create difficult situations, and advised to not let fear keep us from the great things that we can do.





What can we learn

It is totally understandable that when you want to make profit by doing something that you love and you are good at, “fear” appears. Fear of failure, fear of exposure and who knows for what other reason.

However, as it is also noted in the interview even if it is commonly known, fear is not a good counselor and the best way to succeed is to be well prepared and have structured your every move. All the techniques that we have shared with you will assist you and make fear disappear.



Quizzes



Prioritize your tasks

Goals are separated into organizational categories. Test your acquired knowledge and try to match each goal to the correct category.



1. _____ are long-term objectives that should be accomplished in five years or more. These objectives help create a company enterprise's vision and mission statement.

2. Goals that are intended to be achieved in less than a year are called _____

3. An effective goal is one that is _____ in quantitative terms such as time, cost, quantity, standard quality level, distance etc

4. Goals should be _____ in nature, suited to the ground the reality of the organization.

a) Realistic, b) short-term, c) measurable, d) strategic

Correct answers: d,b,c,a

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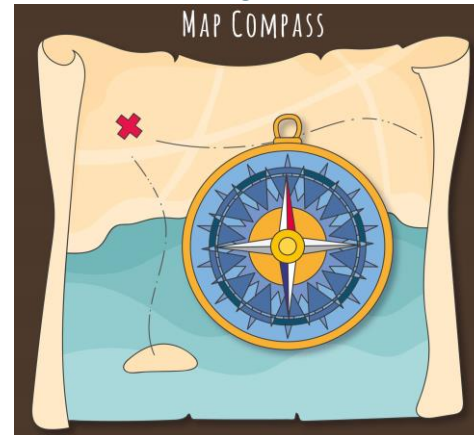


Exercises in an instructor- led format

Activity 1: Treasure mapping

Treasure mapping is a well known practice that helps you create a clear image on your mind about your goals and to refer to it whenever you need a reminder of what you're aiming for.

Your objectives are physically represented by a treasure map. It is a collage of words and pictures that serves as a reminder of your goals and your plan of action. It amplifies the benefits of visualization, a technique used to encourage and drive you to achieve your goals by working on your subconscious mind.



Activity 1: Treasure mapping

Instructions:

1. Students will be asked to set a specific goal. Once they acquire a clear image of what they want to do, they will have to write it down in detail and start to visualize their goal. They will have to address the following questions.

- What you'll see when you've achieved it.
- What will you have that you didn't have before?
- What will you be that you weren't before?

2. The following task will be to collect images that represent their goal and arrange them on paper as collage. They will be instructed to put them in a position in their personal "treasure map" according to the importance they have.



Type of Activity: Individual Activity



Duration: 30 mins



Materials: paper, pens, magazines/newspapers



Activity 2: One step at a time

The author of "The One Thing," Gary Keller, advocates concentrating on one key activity each day, after which everything else will be simpler or perhaps superfluous.

Adopt the guiding idea that there is only one correct method, which is to begin the largest task first thing in the morning before moving on to the smaller ones. Consider which work today deserves to be the only one. Put it at the top of your meal plan. Get that done. How can you use this challenge going forward?



Source



Activity 2: One step at a time

Instructions:

Learners will have to address the most important task they have to do for that specific day and write it down. They need to break this big task into smaller ones and explain what they are planning to do to implement and do this major task.



Type of Activity: Individual activity



Duration: 20 mins



Materials: paper, pens

