



Live Skills

Initiation processes

Course:	Art management
Module:	Project management
LO Name:	LO1&LO2 Initiating a project
Unit:	2.1.1.b
Author:	Vasil Kolev

THE IDEA

Every project starts with an idea for a change – resolving problem, developing new technology, service, product, spectacle, performance.....

The idea for a project can come to you at any time or place so be mindful and write it down. It might be not the wright time to develop the idea to a project, but it is easy to forget.

When it comes to generation of project ideas, there is 3 ways to do it:

- *To think of it by your self*
- *To pay for it (consultant companies)*
- *To steal it from some one else*



PROJECT INITIATION PROCESESS

First thing to do when you have an idea for a project is to discuss it with friends and professionals in that area - brainstorm the idea. That will accomplish several things:

- ✓ It will give you different perspectives
- ✓ It will determine all pros and cons of the idea - some of them you may not think by yourself
- ✓ It will give you several starting points for development of the idea
- ✓ It will give you initial indications if the idea is feasible

At this point if you decide to go forward, there is several analyses you have to do as part of the project initiation process.

ANALYSES

Situational analyses:

- Is it the wright time to start the project?
- Are there another projects similar to yours, that are implemented in the past or are in progress at the moment?
- If there is, what could you learn from them? – mistakes, good practices
- To what point this projects overlap with your idea?

Stakeholder analyses:

- Determine all stakeholders of your project. That includes all people or institutions that will be affected with the implementation of the project in good or bad way.

ANALYSES

Analyses of the objectives:

- Determine the main goal of the project – think of it as what change your project will bring to the society or the environment?
- Define set of secondary objectives
- Evaluate them in line with the analyses you've done so far
- Improve the set of objectives and main goal if it is needed

Capacity analyses:

- Determine if you and your team have the necessary knowledge and expertise to implement the project.
- Define how many additional experts you need to bring on board

ANALYSES

Analyses of problems:

- If your project is aimed to resolve some existing problem the best way to start is to analyse it.

Most common technique to do that is the “Problem tree analyses”

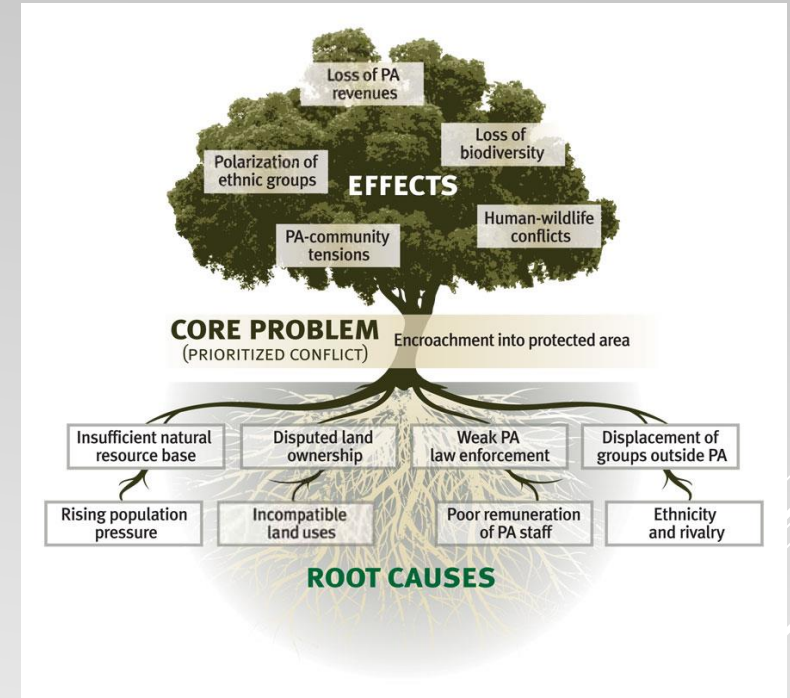
Step 1: The problem is written in the centre of the flip chart and becomes the ‘trunk’ of the tree.

Step 2: Identify the causes of the focal problem – these become the roots – and then the consequences, which become the branches.

Main question to be answered: Does your project address the consequences or the causes of the problem?

This technique also might be used to help you with determining the objectives of the project:

Objective Tree: Use the problem tree analysis and rephrase all of the problems to positive outcomes in that way it will be turned into an objective tree.



source:

www.iisd.org/csconservation/conflict_tree.aspx

ANALYSES

By executing all of the analyses you will be able to outline the project which includes.

- Determine the main activities of the project
- Define the project milestones
- List with the foreseeable risks of the project
- Communicate the project team
- Overall implementation time
- Define initial needs for materials and equipment
- Initial project costs are drawn

FINISHING INITIATION

The initiation process finishes with the creation of Basic Project initiating document (PID) which in general should include:

- Purpose - what the project is aiming and planning to achieve and the reason for the importance of meeting these objectives
- Scope of the project – the extend of the main activities of the project
- Project organization – project team and hierarchy
- Initial project costs
- Initial requirements for equipment and materials
- Initial risks
- Time frame for implementation

A large crowd of people is gathered at a night concert. In the background, a stage is lit up with bright lights, and a performer is visible. The crowd is dense and fills the foreground and middle ground. The text "Thank you" is overlaid on the image.

Thank you

RESIST 