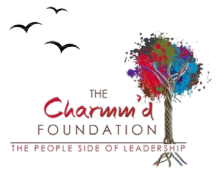


# PROJECT PLAN

## TEMPLATE



**What is the purpose of the plan/service? Our 'Why':**

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**WIIFT (What's In It For Them - Our partners):**

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**Mission:**

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**What is the vision for the service?**

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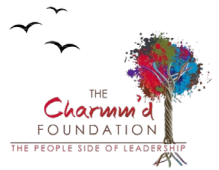
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# PROJECT PLAN

## TEMPLATE



**How does it help achieve our vision?**

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**Annually: review SWOT and make sure at least 5 areas are covered in the plan and label it.**

**How will the plan address our overarching goals? Remove any goals that don't apply to the plan specifically. Fill this out only for a new service.**

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**Which goals for (insert year) does this plan help achieve and how? List specifics under each goal. Remove goals that don't apply.**

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**What does success look like for this service?**

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# PROJECT PLAN

## TEMPLATE



List **SMARTER** project goals and how/when they will be measured.  
*Review quarterly.*

S = specific  
M = measurable  
A=actionable (use action verbs when forming goals)  
R=risky (goals that cause discomfort and are not delusional)  
T=time keyed (achievement or habit goals)  
E=exciting  
R=relevant (aligned with your life stage, congruent with values, in harmony with other goals)

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**Quantitative:**

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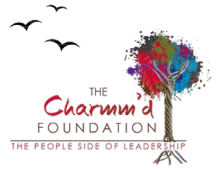
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# PROJECT PLAN

## TEMPLATE



### Qualitative:

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### Action Items:

Review and add to monthly.

Q1:

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Q2:

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Q3:

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Q4:

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# PROJECT PLAN

## TEMPLATE



**What could cause us to fail and what can we do about that? List possible solutions and timing (as applicable) under each possible failure in purple.**

**Review Monthly.**

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**How we will stay inspired, and where can we get new ideas and support for this plan? What ideas do we want to capture and explore during the year?**

**Review monthly.**

**Discuss ideas in 1:1, and add to the Action Items section.**

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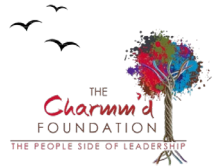
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# PROJECT PLAN

## TEMPLATE



**How will we market this service and to whom?**

*Reference when planning marketing.*

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**What is the budget for this service?**

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**What is the projected ROI (Return on Investment)?**

*Insert quarterly ROI average.*

Goal:

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Q1:

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Q2:

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Q3:

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Q4:

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