



Staying Focussed on projects

The five questions I ask before beginning any project will help you keep realistic and focussed. They are my first step when planning a project, designing an action plan and helping a client decide what they actually want to achieve.

Ask yourselves (or your client, if they want your help designing a project):

1. Why are we doing it?
(This gives specific focus to the full picture of clients, their brief and your own ambition)
2. For whom are we doing it?
(This keeps you focussed on your client and their customers, it also helps you think about your niche market).
3. What value will it provide?
(Value to their company - if B2B or clients if B2C).
4. How will we measure success?
(This focusses your attention on analysis of results, and when drawing up action plans, exactly which stages to take).
5. Finally, What can we realistically achieve?
(This gives focus to time, budget, skills and motivation).

Keep these in mind and you will stay focussed. You can apply them to everything.