

# IMPLEMENTING PROJECTS EFFECTIVELY

Below are some additional steps to take in identifying the right project for your team:

- Learn your team members' individual interests and talents
  - Understanding the unique composition of your team will help in project selection. Some teams gather information on individual members through an informational form completed upon joining the team. Additional knowledge on whether or not they are engaged in volunteer networks, other associations, and/or simply know where there may be a need that Enactus can fulfill are all valuable pieces of information. Based on individual skills and talents, you can then carefully coordinate project teams and ensure that talents of all team members are effectively employed.
- Analyze the needs of your community
  - Teams are located across a diverse range of communities, from large urban areas to small rural towns. Each of these communities offers access to a variety of populations and problems. Do some research into your community and perform a needs assessment.
  - Do remember that Enactus does not require teams to conduct projects abroad. Although it may be impressive to see that teams are able to impact those outside of their home countries, the focus should always be on the need, relevance, depth and meaningful impact of improved livelihoods.
- Get involved in your community and volunteer your assistance
  - There are likely many organizations and business or civic groups in your community interested in addressing the same topics as your team or interested in serving the needs of the same population groups as those targeted by your team. These groups are often looking for partners to develop new initiatives or volunteers to execute existing programs. Identify these groups in your community, introduce your team and volunteer your assistance. Remember to clearly define what your team's role would be versus that of your project partner.
- Create an action plan

Once the projects have been selected, the next step is for teams to create a detailed plan of action. A comprehensive Project Planning Template is available in the appendix of this handbook and it will prove very useful as teams embark upon a new project or wish to extend an existing one. In the meantime, teams may use the questions outlined below to create a framework of action and to identify the resources needed to complete a successful project:

## Who is the target audience?

Any potential group so long as they are clearly lacking in the particular focus area of the team's project, which is deemed to be

significant and relevant to the Enactus purpose. Audiences are not limited to the poor, disadvantaged, marginalized in society, underprivileged, and/or economically-challenged. Remember that a key evaluation is the team's ability to empower their target audience.

## Which organizations are potential project partners?

Identify partners that can add real value and can provide the type of commitment you need. Be sure to clearly articulate what your role will be versus theirs and have a good understanding of which segments of the outcomes your team can justly take credit for (as a result of your direct work and impact). Partnerships may not be applicable for all projects.

## What are the economic, social and environmental factors affecting your target audience? How will the project address these factors?

People are often affected by trends, shocks and seasonality – things over which they have limited or no control. For example: population trends, economic trends, governance, disease, climate, pollution, natural disasters, conflict, and/or the seasonality of prices, production and employment opportunities.

Economic, social and environmental factors refer to the triple bottom line concept (i.e. profits, people, planet) and are meant to illustrate that for a project/initiative to truly be effective and sustainable, it must make sense economically as well as socially and environmentally. Due consideration must be given to the three factors although one or more may have greater relevance in particular circumstances. Identify which factors are most relevant to the project and how your project will address them. To the degree that any of the three factors are relevant to a situation, they should be addressed in an integrated manner as part of the project rather than as separate activities.

## What are the desired outcomes of the project's target audience? How is the target audience trying to achieve these outcomes currently? What is and isn't working?

The team should investigate, observe and listen to the priorities, needs, wants and goals of the target audience. Desired outcomes of a particular group are not always monetary, instead it may be food security, access to clean water or education. The team should put aside their pre-existing beliefs about the target audience and listen to what it is the people want and need.

Examine the target audience's current strategies for obtaining their desired outcomes, looking for opportunities to expand, improve or replace current strategies with more effective, efficient approaches.

### **How will your team empower the target audience to achieve the desired project outcome(s)?**

The main idea here is how teams will empower their project beneficiaries. The project should equip the target audience with the knowledge, skills, and/or confidence to move from dependency to self-determination and independence. Much of this would be achieved through collaboration and with a strong focus on long-term capacity building.

### **How will your team use entrepreneurial action in carrying out the project?**

The judging criterion requires teams to apply entrepreneurial action to all their projects. Entrepreneurial action is an integrated point, clarifying the broad range of activities that can be delivered as project solutions.

Entrepreneurial action should result in the demonstration of creativity, innovation and an entrepreneurial culture through the team's efforts. Examples of entrepreneurial action are (but not limited to): pioneering new approaches and designs, using innovative solutions, developing new opportunities, constantly striving to substantially enhance any existing projects, utilizing industry experts and much more.

### **How will achieving the desired project outcomes improve livelihoods?**

Teams should consider livelihood assets during the project development and needs assessment stages and when reporting outcomes. Which livelihood asset categories will be impacted by the project? Not every Enactus project will develop or address every category of livelihood assets; instead projects should focus on the needs the people identify in collaboration with the team. Likewise teams do not need to do separate projects to address each individual livelihood asset.

### **How are you going to measure the direct impact of your project?**

- The team must clearly identify the tools that will be used to measure direct impacts.
- What are the potential indirect outputs and outcomes your project?
- Consider the ripple effect of your project. What will obtaining the desired outcomes of a project mean for other resources, assets and surrounding communities? What is the reach of the project impact?

### **What type(s) of media coverage do you anticipate for your project? How will you measure the media impressions?**

Media coverage includes print, electronic and social media. What connections will you utilize? Which media outlets will you contact? How will you measure the reach of the stories about your projects?

### **What resources are needed to complete the project?**

Do not underestimate the importance of this step. Create a listing as detailed as possible.

### **What is the project's budget?**

Be sure to account for any necessary travel, resources and materials you will need to complete the project.

### **What specific tasks and corresponding deadlines are required to complete the project?**

Once the planning phase is complete and timelines are set, teams can move forward with the implementation phase. At this point, teams should revisit the Judging Elements section of this handbook.

### **How will project activity be documented?**

Proper documentation will allow teams to archive their accomplishments and will help them create more complete annual reports and competition presentations. For each project, collect the following:

- Photographs and/or videos
- Names of team members involved and hours contributed
- Names of Business Advisory Board members involved
- Names of any other important project partners
- Number and demographics of project beneficiaries
- Names of project beneficiaries
- Copies of any materials used in the project
- Press clippings and media reach numbers