

Project Launching Pad



Think about using the process outlined here to launch projects and initiatives for which inertia might be a particular obstacle.

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1 Think	What are you trying to change or accomplish?	Whose perspective or behavior must you influence?	What do you know about these people?
2 Plan	How do you reach these people?	What are your assets?	Whose assistance do you need?
3 Talk	Get some ideas flowing	What are your competitors doing?	What do your clients think?
4 Move	Create deadlines, assign responsibilities	Set aside time to focus, get things done	Verify adherence (or non-) to deadlines
5 Write	What are your clients' or prospects' biggest problems?	How can you solve those problems?	What is special about your business?
6 Laugh	Let the creative process take you to new places	Never take yourself too seriously	Channel your inner John Belushi: "Food Fight!!!"
7 Assess	What worked, what	What opportunities	What else did you

were missed?

didn't?



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NOTES

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