

Exercise: Plan B

Instructions

Use this exercise to brainstorm and decide on some Plan B alternatives if project milestones and benchmarks are not happening as expected.

Use the milestones and benchmarks from the prior exercise, and brainstorm for each one: What would we do if things don't go according to plan, or our benchmarks and assumptions prove untrue?

Try it on your own as a learning exercise, then work with you team to develop backup plans.

Example:

Action or Project Description	
We are going to <i>Run a social media campaign in August about our services.</i>	So that... <i>This is to raise awareness in the community about what services are available to them so that we can serve more families.</i>
External milestones and benchmarks	And if not?
<i>Assumption: we believe there are more families who need our services and whom we are not reaching. Validate</i>	<i>If we cannot find evidence that there are more families who need our services: we will look in new ways and if still no, consider canceling this social media campaign.</i>
<i>Milestone: sign up 100 new families for services. Average ten per week for ten weeks from July 15- Sept. 30</i>	<i>Even if fewer than 10 families per week sign up, we will keep going with this campaign until Sept. 30</i>
Internal milestones and benchmarks	And if not?
<i>Hire social media / marketing firm with designer</i>	<i>Understand why not - was our budget unrealistic? Are they not available when we need them?. Redesign/reschedule this effort depending what we find.</i>
<i>Develop campaign elements</i>	<i>If we get behind, work to catch up! Make every effort not to push the schedule because of internal development times.</i>
<i>Launch campaign and track online traffic</i>	<i>I don't think anything will prevent us from launching or tracking once we've developed the campaign elements..</i>

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