

AHEH Pilot Training Workshop – Day 2

Creative Project Canvas

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Planning competences and strategies

- **Effective Planning**
- **SMART Goals**
- **Planning Tools**

Planning competences and strategies

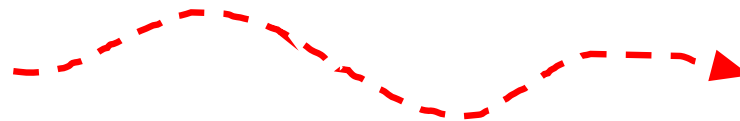
What does **planning** actually mean?

Planning competences and strategies

What does **planning** actually mean?

Planning is the process of
mapping the journey from A to
B

Existing
situation



Goal:
Desired
situation

Planning competences and strategies

The planning process:

1. Develop ideas
2. Define the goals/objectives
3. Explore how to attain those goals

What is a **SMART** goal?

What is a **SMART** goal?



Specific

What will be achieved, by *whom*, *where* *and when*, and *why* is the goal important?



Measurable

The result must be measurable, but also the milestones along the way. What are the relevant metrics?



Action based

What actions need to be taken to achieve your goal?



Realistic

Grounded in reality and within your own limits/possibilities.

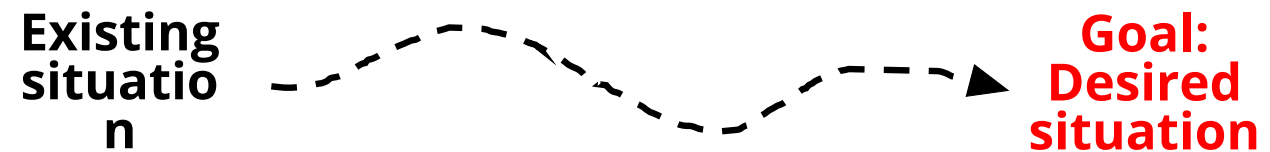


Time based

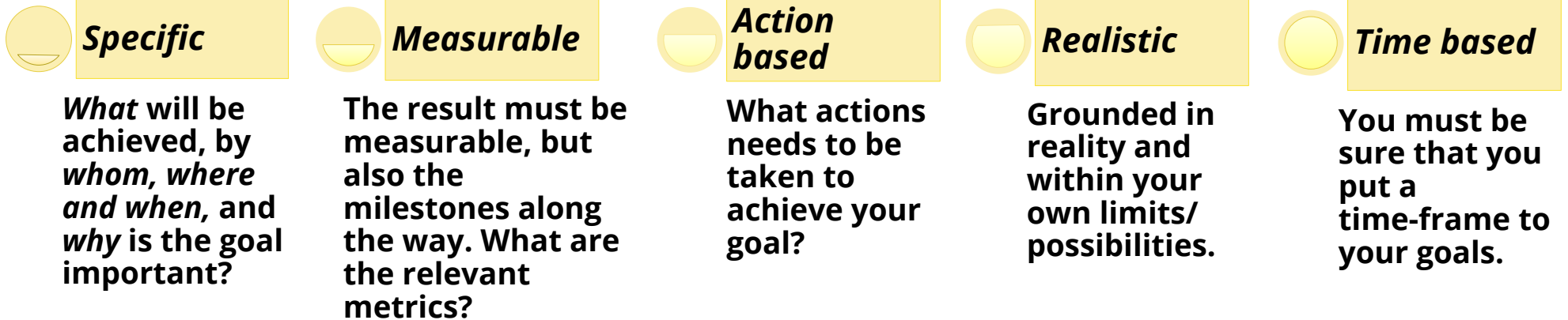
You must be sure that you put a time-frame to your goals.

SMART goals

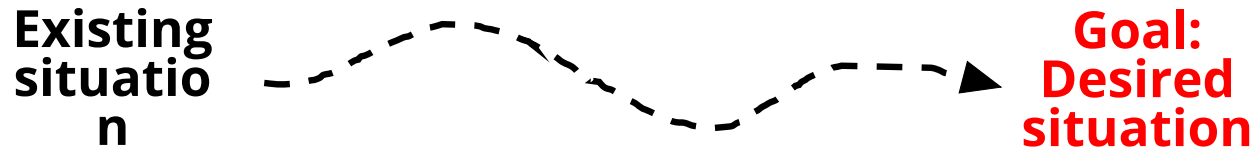
Group activity - 15 mins



- Discuss a **SMART goal(s)** for your idea
- Use the **worksheets** to explore the details
- **Share a short WIP summary** with the group



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Creative Project Canvas

Introduction

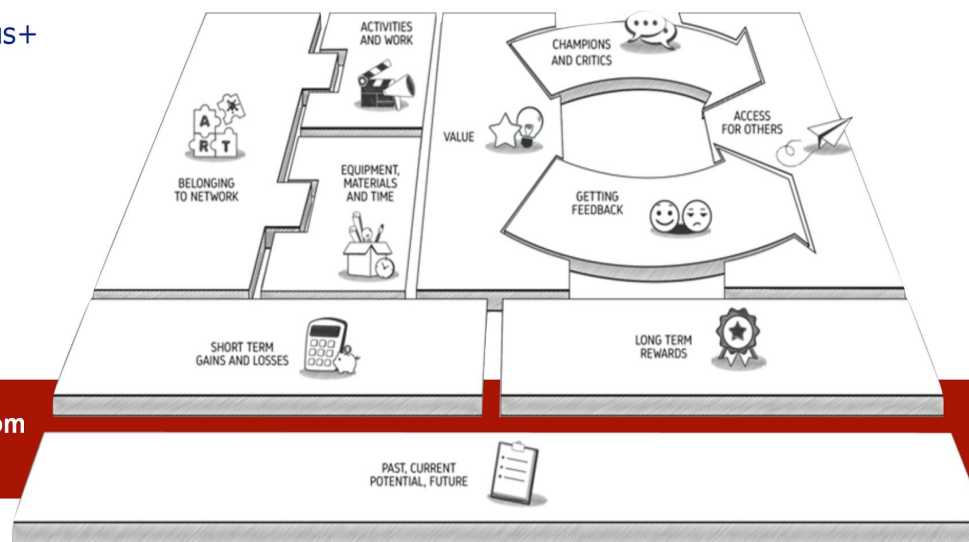
Project planning with the Creative Project Canvas:
a tool to explore and plan creative projects



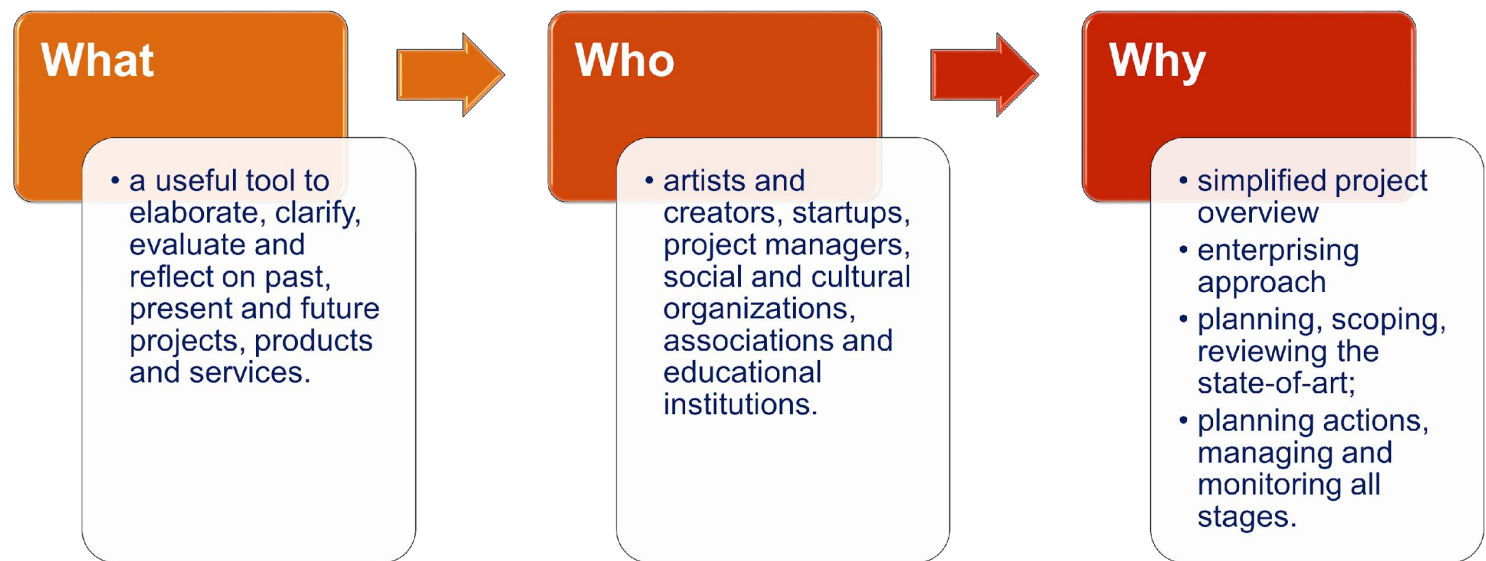
www.creativeprojectcanvas.com

www.creativeprojectcanvas.com

www.breakinthedesk.eu



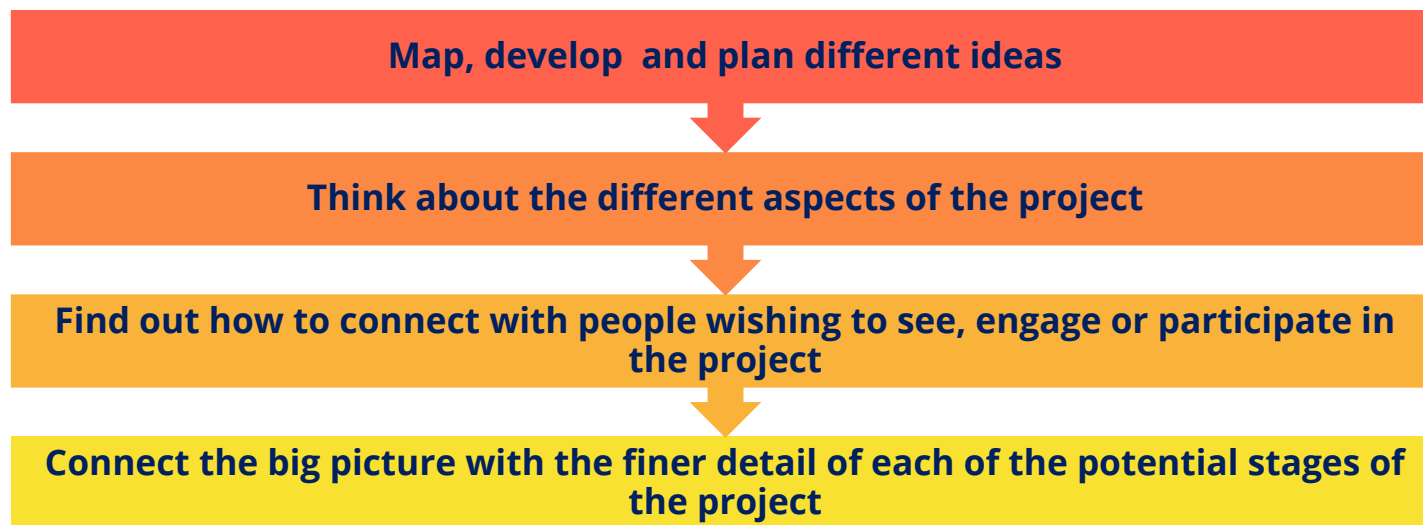
Creative Project Canvas



Creative Project Canvas



Like an artist's canvas, the Creative Project Canvas is a place to turn creative inspiration into reality and share it with a wider audience.



Watch the video presentation of the [Creative Project Canvas](#)

Creative Project Canvas

1. VALUE: what you do

2. The practical part of your project: who will help you, how you do it who you need

3. The external-perception part of your project: how you interact and how you reach your target audience

4. The future plans of your project: what you might gain and loose in the near future, which rewards you might gain in the next future.

2. The practical part of your project

1. The core of your project

3. The external-perception of your project

4. The future plans of your project

CREATIVE PROJECT CANVAS

Project name: _____ Date: _____
Team members: _____ Rate: ☐ ☐ ☐ ☐

BELONGING TO NETWORKS - How can current and potential networks support with this project? Learning? Preparing? Travelling? Creating, producing and sharing? Coordinating all the aspects of it? Reviewing and reflecting? Recovering and refreshing before the next project?	ACTIVITIES AND WORK - What activities are required? - Who does these? - Could others do these? - What would enable them to do these? - What impact would that have on the project; you, family; others?	VALUE - How would you describe the value of this project to yourself, your family; others? Emotional Intellectual Material/Financial Spiritual Social Other	CHAMPIONS AND CRITICS - Who is a champion and supporter of your creative projects? - What impact do they have on the project; you, family; others? - Who is a critic and blocker of your creative projects? - What impact do they have on the project; you, family; others? - How can you increase the positive and reduce the negative impact?	ACCESS FOR OTHERS - Who has access to experience your project? Where? When? How often? - How can others gain access? - How can others request access? - How can you improve access?
	EQUIPMENT, MATERIALS AND TIME - What equipment and materials are needed? - Who provides these? - Who else has these? - What would enable others to provide these? - How much time is needed? - Recovering and refreshing before the next project?		GETTING FEEDBACK - Who gives feedback about your project? - How do you use this? - What is important to know about? - How often? - How can others give feedback? - How can others request the opportunity to give feedback? - How can you get more useful feedback?	

SHORT TERM GAINS AND LOSSES
 - What are the short-term gains from doing this project?
 Money; Contacts; Credibility; Opportunities; Other;
 - What are the short-term losses from doing this project?
 Money; Time; Missed opportunities;

LONG TERM REWARDS
 - What are the long-term rewards from undertaking this creative project?
 - How will you use these rewards to stimulate further opportunities, create sustainability or long-term impact?

REVIEW, PROBLEM-SOLVE, SCOPE AND PLAN

Creative Project Canvas



GROUP WORKSHOP

Instructions

- Work with your teammates to build your group Creative Project Canvas for this.
- This will help you plan a project- it will also give you a clear structure of the content for your pitch.
- We will start by looking at the Value theme.

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

VALUE



- How would you describe the value of this project to yourself; your family; others?

Emotional
Intellectual
Material/Financial
Spiritual
Social
Other

This theme will help you explore the value of your project to yourself and others and how you can obtain the benefit of providing that value.

- *What are the main reasons why you engage with this project?*
- *Why will others engage with it and choose your work and not the work of others?*
- *What does it give them?*
- *Does it satisfy a need or desire or solve a problem? How?*
- *How do you receive the benefit of delivering this value to yourself and to others?*

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

BELONGING TO NETWORKS



- How can current and potential networks support with this project?

Learning?

Preparing?

Travelling?

Creating, producing and sharing?

Coordinating all the aspects of it?

Reviewing and reflecting?

Recovering and refreshing before the next project?

This theme will help you explore the useful networks you currently belong to or you might join that can provide contacts and resources to create, develop, produce and promote your project.

- *Can you/how can you develop/consolidate contacts by letting people know about you and your work?*
- *Are there partners and members of your network who can help you make this project happen?*
- *What will they bring to the project?*

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

ACTIVITIES AND WORK



- What activities are required?
- Who does these?
- Could others do these?
- What would enable them to do these?
- What impact would that have on the project; you; family; others?

This theme will help you reflect on the main activities and work-flow of your project such as research, preparation, production, marketing, touring, workshops, reviewing.

- *What are the most important activities needed to make this project happen?*
- *Who will carry them out?*
- *Will you need to develop new skills or capabilities for this project?*
- *Or you think other organisations/professionals might do them?*

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

EQUIPMENT, MATERIALS AND TIME

- What equipment and materials are needed?
- Who provides these?
- Who else has these?
- What would enable others to provide these?
- How much time is needed?
- Recovering and refreshing before the next project?



Each project is built around these three important elements:

- the equipment that you need
- the materials you use (it can be recycled/re-used from previous projects)
- the time for each process giving the whole time requirement

Consider the resources you will need for your project, including equipment, space, people (national virtual and physical suppliers), technology, intellectual property (IP), other.

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

CHAMPIONS AND CRITICS



- Who is a champion and supporter of your creative projects?
- What impact do they have on the project; you; family; others?
- Who is a critic and blocker of your creative projects?
- What impact do they have on the project; you; family; others?
- How can you increase the positive and reduce the negative impact?

This theme will help you develop and strengthen your own entrepreneurial voice by identifying who can serve you as a guide and champion or as a critic to improve aspects of your work.

- *Who appreciates your talent, believes in your potential and advocates your work to others? They are your cheerleaders to support and recommend you and your work to others throughout your career.*
- *Who critically reviews your work and highlights areas they consider positive and negative?*

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

ACCESS FOR OTHERS



- Who has access to experience your project?
Where?
When?
How often?
- How can others gain access?
- How can others request access?
- How can you improve access?

This theme will help you analyse how others can access your work.

What are the different ways and places through which others can access your work (e.g. on-line, in public places, in publications, in broadcasts, in pop-up shops, etc.)?

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

GETTING FEEDBACK



- Who gives feedback about your project?
- How do you use this?
- What is important to know about?
- How often?
- How can others give feedback?
- How can others request the opportunity to give feedback?
- How can you get more useful feedback?

This theme will help you explore current and potential tools and methods to get feedback about your work/project from everyone who comes or might come into contact with it.

- *Who can give you feedback?*
- *How can they do that?*
- *How can you collect feedback (e.g. informal conversation, telephone/on-line survey, focus group, use of emoticons, etc.)?*
- *What kind of approach can you have to collect feedback (e.g. personal, neutral, informal, formal, individual, group)?*

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

SHORT TERM GAINS AND LOSSES

- What are the short-term gains from doing this project?
Money; Contacts; Credibility; Opportunities; Other;
- What are the short-term losses from doing this project?
Money; Time; Missed opportunities;

This theme is about the value of your project to you in the short-term and what this project might give you in terms of rewards and losses.

Short-term gains include the feeling of happiness for doing what you aspire to do, such as:

- *be making new contacts and develop new networks*
- *new professional experience*
- *building professional trust and credibility*
- *getting more money for what you are doing*

Short-term losses include for example not getting enough money for what you are doing so that you personally have to cover the actual costs or having less free time for your personal life.

Creative Project Canvas

The Creative Project Canvas 9 themes: a detailed analysis

LONG TERM REWARDS

- What are the long-term rewards from undertaking this creative project?
- How will you use these rewards to stimulate further opportunities, create sustainability or long-term impact ?

Longer-term rewards include more frequent or greater opportunities, larger networks and increased remuneration to invest in future creative works or to increase the reach or impact of the work.

Longer-term rewards are related to one's own definition of 'success' that may include sustainability, further development, more opportunities for future projects.

Congratulations 🎉

You have completed 1 main answer for each section of the Creative Canvass tool.

You now have an outline structure for the content that needs to be included in your pitch

AFTERNOON SESSION

- 1) You need to identify if any sections of the Creative Canvas have more than one question that needs to be addressed.
- 2) Once the Creative Canvas is completed you need to develop the visual content of your pitch.
- 3) Delegate jobs in your team to develop this content working to people's skills, interests and strengths.
- 4) The emphasis of the pitch and its content will differ from team to team. If you want advice on what content to include we are here to help- but it's up to you which advice you'd like to take.
- 5) Return at 3.30 to feedback your progress

