



Pre-Fellowship Focus Project Worksheet Idea Generation

Key Questions

Prior to participating in the Fellowship and before completing Worksheet 1 (page 5), answer the following key questions.

What are some of the challenges, problems, or needs facing your organization or community that you would like for your project to address? It is important that you start thinking about some challenges, problems, or needs that your organization, business, or community face. This could be a new program or product you are trying to introduce to address a gap that you may have identified.



A vision is an ideal, a picture of a reality that does not yet exist. The strategic vision should not represent change simply for the sake of change. Instead, it should represent the kind of change that will have a meaningful and positive impact on your organization, the target beneficiaries, immediate community, and/or society at large. It should represent the kind of change that will position your organization, business, or community to achieve its mission more effectively, while also enhancing the quality of life for all concerned.

What is your strategic vision for change for your organization, business, or community? What is the goal that you seek to achieve? How different will your organization, business, or community look once you have achieved your vision or goal?

Prior to implementing your vision for change, it may be necessary to conduct a needs assessment. A needs assessment will allow you to obtain input from others and gain their ownership, or buy-in, into the change process. Additionally, obtaining input from others will enable you to do a "reality check." After all, your assessment of the problem or situation may not be entirely accurate. This process of obtaining others' input can be done informally on a one-on-one basis or through formal processes, such as a community or organizational survey, public meeting, or focus group discussions.

How will you engage others in refining your strategic vision for change? How might you expand the range and number of stakeholders in your vision? How can your personal vision for change become a collective vision for change for your organization, business, or community?

What will be your role in implementing this Focus Project, and how should you prepare yourself to serve in a leadership capacity in promoting and sustaining your vision and its related work processes? Are you willing to assume a leadership role in making your vision for strategic change a reality?

Consider internal and external factors that may prevent you from achieving your goals and objectives. What are the obstacles that you must overcome to achieve your vision and goal? Which persons or groups could be adversely affected by your vision for change? Are there legal or operational barriers that may hinder your progress? Is lack of resources a problem?

What strategies will you employ to overcome the obstacles? What can you do to address or overcome the barriers you have identified? Can the obstacles be resolved, or are they conditions that cannot be changed, especially in the short term?

Worksheet 1: Focus Project Idea Generation

1. What are three challenges, problems, or needs facing your organization, business, or community that you would like your project to address?

Challenge/Problem/Need A:

Challenge/Problem/Need B:

Challenge/Problem/Need C:

2. Which of these challenges, problems, or needs would be easier to address and why?

Challenge/Problem/Need

Why?

3. Which of these challenges, problems, or needs would be difficult to address and why?

Challenge/Problem/Need

Why?

4. Which of these challenges, problems, or needs that you would like to address is of the greatest interest to you and why?

5. What might be the possible title of the challenge, problem, or need that you want to address? Please come up with three different titles addressing the chosen challenge, problem, or need.

Title A

Title B

Title C