

# Making a vision or a project reality

## STEP 1: Going through the 'dream phase'.

You are focused on a vision. What interests you is the 'what'.

- What do you want to do?

- Why do you want to do it?

- What is the goal?

- What are the benefits?

- How will you know if you have reached your goal?

- When will you be able to achieve it?

- Where would you like this idea to take you in the future?

- With respect to this idea, who is your role model and who do you want to be?

## STEP 2: Going through the 'realistic phase'.

You are focused on action. What interests you is the 'how'.

- How exactly will the idea be implemented?

- How will the criteria for success be tested?

- Who will implement the idea?

- When will each stage be finished?

- When will the final objective be reached?

- Where will each stage take place?

- Why is each stage necessary?

### STEP 3: Going through the 'critical phase'.

You are focused on the 'why'. What interests you is the logic behind the idea.

- Why would anyone oppose this new idea?

- Who will this idea influence?

- Who will make it more effective or neutralise it?

- What needs do your consumers have and what benefits would they expect to gain from your idea?

- Where and when might you not be able to carry out this idea?

- What positive aspects can you derive from your usual way of doing things?

- How can you retain these aspects while implementing this new idea?