



Project Documentation For Group 7

Executive Summary (Introduction)

This 12-week Personal Fitness and Wellness Transformation project seeks to alleviate the prevalence of lifestyle-related health challenges such as obesity, cardiovascular diseases, and mental instability. Through this program, participants will be able to enact sustainable changes in health and well-being by providing a structured, holistic program of fitness training, nutritional guidance, and behavioural support.

The project's aim would be community participation, health improvement, and long-term lifestyle changes. This would therefore be an accessible, motivational, and measurable program, driven by collaborative expertise and community partnerships for the delivery of a life-changing experience. This analysis demonstrates the program's viability, potential financial viability, and consistency with greater wellness initiatives.

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Background (Project Proposal)

Issue

The primary issue we are addressing is the increasing prevalence of lifestyle-related health problems, including obesity, cardiovascular diseases, and mental health challenges. Many people find it difficult to start and stick to a fitness regimen due to:

- Lack of knowledge about effective workouts
- Limited access to fitness resources
- Low motivation and accountability
- Overwhelm from conflicting health information
- In order for clients to gain the best results they must commit 100% to the program.

Background

With the rise in lifestyle-related health issues, many individuals feel overwhelmed by the complexity of adopting a healthier lifestyle. Common barriers include not only a lack of knowledge about effective workouts but also limited understanding of nutrition, healthy habits, and overall wellness practices. Many people struggle to integrate physical exercises, proper nutrition, and positive lifestyle habits into their daily routines. This project seeks to provide a holistic approach to personal fitness and wellness by addressing these interconnected areas. By focusing on comprehensive goal-setting that encompasses physical, nutritional, and behavioral aspects, we aim to empower participants to make sustainable changes that enhance their overall well-being.

Taking action is essential not only for improving individual health but also for benefiting the broader community. The consequences of inaction may include worsening health conditions, increased healthcare costs, and a diminished quality of life. By implementing this project, we empower individuals to commit 100% to their fitness journey, enabling them to achieve the best possible results. This commitment is critical for fostering long-term health improvements and enhancing mental resilience. Strategically, this project aligns with community health improvement goals and wellness initiatives, promoting a healthier population that contributes to:

- **Reduced Healthcare Costs:** Decreasing the prevalence of lifestyle-related diseases.
- **Increased Productivity:** Enhancing overall well-being, leading to greater engagement in work and community activities.
- **Support for Local Businesses:** Creating a community of engaged consumers who prioritize health and wellness, benefiting local gyms, health food stores, and wellness services.

Recommendation

We recommend a 12-week personal fitness and wellness transformation project, designed to provide participants with a holistic approach to improving their health through structured goal setting, nutrition, and training plans.

Course of Action: We propose implementing this project with the following key elements:

- **Time Frame:** The project will span 12 weeks, with weekly assessments and adjustments to ensure participants stay on track.
- **Budget:** A preliminary budget of \$1000 will cover costs for fitness resources, nutrition consultations, promotional materials, and any necessary equipment or facility rentals.

Expected Outcomes:

- **Improved Health Metrics:** Participants will achieve measurable improvements in fitness levels, including weight loss, increased strength, and enhanced endurance.
- **Sustainable Lifestyle Changes:** Participants will develop better nutritional habits and a routine that supports their overall well-being.
- **Community Engagement:** Increased participation in local health and wellness activities, benefiting community health initiatives.

This recommendation is the best course of action as it addresses the core issues of lifestyle-related health problems through a comprehensive program. By fostering commitment and providing the necessary support, this project can lead to significant positive changes in participants' lives.

Proponents' Experience

Our team brings a unique blend of expertise in fitness training, nutrition, and project management. We are dedicated to providing a comprehensive approach that integrates goal-setting, personalized training plans, and nutritional guidance. Our commitment to continuous monitoring and adaptation ensures that participants receive the support they need to succeed.

Our 12-week fitness program stands out by offering a personalized, holistic approach that combines tailored workouts, nutrition guidance, and unwavering support, ensuring lasting results and a transformative journey unlike any other.

Hannah Bujold

The experience I bring to this team includes 5+ years of training and knowledge within the fitness industry. I am strong within my time-management skills and have always made communication a priority. In addition to my expertise in personal training and group fitness

instruction, I have a proven track record of fostering positive relationships with clients to help them achieve their goals. I am also committed to staying current with industry trends and best practices, which allows me to offer innovative programming and support. My collaborative approach ensures that I work effectively with colleagues and clients alike, creating a motivating environment that encourages growth and success for everyone involved.

Denise Francisco

I bring a diverse background in digital marketing and previous experience in healthcare as a nurse, both of which contribute to managing our 12-week fitness plan. My digital marketing experience allows me to create well-structured strategies, set clear goals, and track progress effectively. My past healthcare experience provides a strong understanding of health, fitness, and nutrition, helping ensure that the plan promotes health, safety and overall well-being.

Prajwal Nagaraj

I bring 2 years of IT industry experience and a background in data analytics, which will help us track participants' progress and measure the effectiveness of the program. By analyzing key health metrics, I can ensure that our approach is working and make any adjustments needed to help participants reach their goals. My experience in managing projects and working with teams will also support the smooth running of the program, ensuring we stay organized and on track over the 12 weeks.

Aditya Shrivastav

I bring over 3 years of experience as a professional trainer, which will be invaluable for this project. My expertise will ensure the effective execution of the program, from training clients to overseeing its smooth operation while delivering exceptional service. Additionally, I will manage client records and address their individual needs to ensure a high level of satisfaction throughout the program.

Alternatives Considered

When developing the project proposal for the 12-week personal fitness and wellness transformation initiative, several alternatives were evaluated, including the recommended option. These alternatives were assessed based on their potential to address the core issues of lifestyle-related health problems and promote sustainable lifestyle changes.

Shorter Fitness Challenges (4-Week Programs)

A condensed fitness challenge lasting four weeks, focusing on intense workouts for quick results. This option is easier to market and may attract participants seeking quick fixes. However, rapid

changes are often unsustainable, leading to minimal long-term impact as participants may revert to old habits.

Nutrition-Only Program

A program that focuses exclusively on nutritional education and meal planning, omitting physical fitness components. While this option addresses dietary concerns and can aid in weight loss, it fails to promote comprehensive health as participants may struggle to maintain motivation without exercise.

Ongoing Group Fitness Classes

Offering ongoing group fitness classes without a defined timeline or structured goal-setting. This option provides social support and accountability through group participation. However, it may lack direction, preventing participants from tracking progress or achieving specific fitness goals.

Personal Training Sessions

Providing one-on-one personal training tailored to individual needs. This option offers customized support to effectively address personal fitness goals. However, it can be cost-prohibitive for many and lacks the community aspect that fosters shared experiences and motivation.

Status Quo

Continuing with current habits without implementing any structured fitness or wellness program. This option would likely lead to ongoing health issues, increased healthcare costs, and missed opportunities for personal growth and improved well-being.

The current landscape presents both challenges and opportunities for implementing a successful 12-week fitness project. By addressing the status quo—focusing on accessibility, motivation, and community support—the program aims to create a transformative experience for participants, leading to lasting health benefits. If they client chooses not to participate in the program, it may result in missed goals for the client and could impact the clients overall health. Ultimately, the outcome would depend on the individual’s mindset and how they choose to navigate their fitness journey moving forward.

Decision Criteria

When evaluating alternatives for a fitness program, several opportunity-specific decision criteria should be considered. First, it's essential to assess how well each program aligns with the target audience's needs, including factors like age, fitness level, and specific goals such as weight loss or strength training. Cost-effectiveness is also crucial, as it involves evaluating both initial setup costs and ongoing expenses against potential returns in client retention and satisfaction. Additionally, the flexibility of the program—whether it accommodates different schedules and formats—is important, along with the expertise of the instructors involved. Retention and engagement strategies must be reviewed to ensure participants remain motivated,

while measurable outcomes should be established to track progress effectively. Safety and accessibility for individuals with varying abilities are key considerations, as is the reputation of each program through client testimonials and reviews. Scalability is another factor, allowing for growth alongside the organization or client base, and finally, incorporating current trends and innovations in fitness ensures the program remains relevant and appealing. Together, these criteria provide a comprehensive framework for evaluating potential fitness programs.

Impact on Health Outcomes

Options were evaluated on how effectively they improve participants' physical and mental health, including areas such as weight loss, strength, endurance, and overall well-being. High-impact alternatives that offer a holistic approach to health—covering fitness, nutrition, and mental well-being—were given a higher score. Comprehensive options that improves multiple aspects of health and leads to sustainable changes would score 5. Less comprehensive options that only address a single area of health would score lower. This is a critical criterion directly related to the project's primary goal.

Cost-Effectiveness

This evaluates the balance between the financial investment required and the benefits gained, including health improvements and participant engagement. Lower-cost solutions that deliver substantial health benefits received a higher score. Alternatives that offer significant health improvements at a low cost would score 5. High-cost options with limited impact would score lower. Cost-effectiveness is crucial to ensure the program is affordable and accessible to a wide range of participants.

Participant Engagement

We evaluated how well alternative encourage motivation, accountability, and consistent participation throughout the 12 weeks. Programs that include support systems, regular check-ins, or community engagement were rated higher. Having built-in mechanisms for motivation and support, leading to high participant engagement, would score 5. Options lacking these features or relying solely on self-motivation would score lower.

Sustainability of Results

Alternatives were judged based on their ability to promote lasting changes in participants' health and wellness habits beyond the duration of the program. Programs that provide practical tools and habits for long-term success received a higher score. A sustainable alternative that leads to long-term lifestyle improvements would score 5. Programs with short-term gains and no plan for maintaining results would score lower.

Table 1 • Criteria Explanation

Value Criterion	1	2	3	4	5
Impact on Health Outcomes	No observable impact	Very little impact; negligible improvement in health, wellbeing, or weight.	Some impact; slight improvement in health, wellbeing, or weight.	Good amount of impact; noticeable changes in health, wellbeing or weight.	High impact; reached or exceeded expected health outcomes and goals.
Cost Effectiveness	Too Expensive	Expensive	Moderately Priced	Relatively Inexpensive	Affordable
Participant Engagement	Minimal Engagement	Low Engagement	Moderate Engagement	Good Engagement	High Engagement
Sustainability of Results	Not Sustainable	Low Sustainability	Moderately Sustainable	Sustainable	Long-term Sustainability

Decision Matrix

Table 2 • Decision Matrix

Alternative Criteria	Criterion Weight (1-5)	12-Week Fitness Program	Shorter Fitness Challenges	Nutrition-Only Program	Ongoing Fitness Classes	Personal Training Sessions	Status Quo (Do Nothing)
Impact on Health Outcomes	5	5	2	4	4	5	1
Cost Effectiveness	5	4	4	4	3	1	5
Participant Engagement	5	5	5	4	3	4	1
Sustainability of Results	5	4	1	4	5	5	1
Total Points Available	20	18	12	16	15	15	8
Overall Ranking ("1" is best)	N/A	1	4	2	3	3	5

Project Scope (Statement of Work - SOW)

Project

- **What:** *A 12-week personal fitness and wellness transformation program for improved physical fitness, nutritional regimen, and all-round well-being of the participants.*
- **When:** *September 13th to December 6th. Final dates would be confirmed depending on the convenience of all participants.*
- **Who:** *Participants will include students from SAIT and community members interested in fitness and wellness.*
- **Where:** *The project will primarily take place at SAIT's campus facilities and local community centers. Additional locations are being considered based on accessibility and participant demographics.*
- **Why:** *The aim is to promote healthier lifestyles among students and community members, address issues related to physical fitness and provide a structured approach to wellness.*

Objectives

The primary goal of this project is to foster a commitment to fitness within the community and support participants in achieving their personalized health and fitness goals. A key part of the program is an initial goal-setting session during intake, where participants will define their specific objectives. It is essential that participants give their full effort to see long-term improvements in physical health, enhanced productivity, and better mental well-being. Failure to commit to the program could result in declining health, increased healthcare costs, and a reduction in overall quality of life.

The project aims to achieve the following smart objectives:

- **Fitness Levels:** To improve participants' overall fitness levels by 30%, evaluated through pre- and post-program fitness assessments, focusing on strength, endurance, and mobility.
- **Engagement:** To increase participants' engagement in fitness activities by 50% by the end of the 12-week program, as measured through attendance and participation tracking.

The project will be successful when:

- "There is knowledge of healthy lifestyle choices among participants."
- "It can improve physical fitness and mental well-being."
- "It has a measurable impact on participants' health metrics"
- "There are regular feedback sessions to gauge participant satisfaction."

Priorities

Table 3 • Project Priorities

Priority	Constraint	Reason
Most Important	Scope	The program's effectiveness directly affects participants' health and wellness and relies on delivering high-quality, results-driven fitness training. Any compromise on scope could diminish the program's effectiveness and participant satisfaction.
Second Most Important	Time	Timely execution is critical to ensure participant engagement and program continuity. Delays could negatively impact engagement and participation rates.
Lowest	Cost	While we manage the budget, we won't sacrifice quality. There is some flexibility in spending to ensure the program's quality and timely execution.

Deliverables

Deliverable 1: Work Breakdown Structure (WBS)

- **Outputs1: Program outline**
 - a. *Weekly exercise topics (such as flexibility, cardio, and strength)*
 - b. *certain workouts for every day*
- **Output 2: Workout routine**
 - a. *Exercises for warm-up, workout, and cool-down*
 - b. *Reps, sets, and timing*
- **Output 3: Dietary Schedule**
 - a. *Recipes and everyday meal suggestions*
 - b. *Breakdown of macronutrients and calories*
- **Responsible for Execution:** *All team members (Hannah Bujold, Denise Francisco, Prajwal Nagaraj, Aditya Shrivastav)*
- **Approvals:** *Instructor*
- **When must it be Completed:** *November 30, 2024.*

Deliverable 2: Communication Management Plan

- **Output 1: Stakeholder Communication Matrix**
 - a. A list of all the important parties, including the marketing team, program managers, fitness coaches, and participants
 - b. The kind and frequency of communication that each stakeholder needs to receive
 - c. Channels of preference for communication (messaging apps, video calls, email)
- **Output 2: List of Communication Tools**

- a. An extensive inventory of platforms and tools for communication (such as email, Slack, Zoom, and project management apps like Trello or Asana)
- b. Each tool's purpose (e.g., Google Drive for document sharing, Slack for daily messaging, Zoom for meetings)
- **Output 3: Meeting Calendar**
 - a. A shared calendar featuring scheduled meetings, such as weekly team meetings, progress reports, and participant check-ins
 - b. Important items on the agenda and goals for every meeting
 - c. Assigned note-takers and meeting facilitators
- **Responsible for Execution:** *All team members (Hannah Bujold, Denise Francisco, Prajwal Nagaraj, Aditya Shrivastav)*
- **Approvals:** *Instructor*
- **When must it be Completed:** *November 30, 2024*

Deliverable 3: Risk Management Plan

- **Output 1: Risk Register**
 - a. A list of all possible risks found for the four-week fitness program
 - b. comprises risk categories, such as technical problems, participant-related risks, and operational risks.
 - c. Every risk is explained, along with its consequences and probability of happening.
- **Output 2: Risk Assessment Matrix**
 - a. A matrix that assesses the risks found according to their impact and likelihood
 - b. Prioritizing and categorizing risks into high, medium, and low categories
 - c. A visual depiction of the hazards that require immediate attention
- **Output 3: Plan for Risk Response**
 - a. A thorough strategy defining risk mitigation techniques for every identified risk
 - b. There are specific steps outlined for lessening the chance or effect of high-priority risks.
 - c. Plans in place to deal with unforeseen circumstances (e.g., participant dropouts, program delivery delays)
- **Responsible for Execution:** *All team members (Hannah Bujold, Denise Francisco, Prajwal Nagaraj, Aditya Shrivastav)*
- **Approvals:** *Instructor*
- **When Must it be Completed:** *November 30, 2024.*

Deliverable 4: Schedule and Budget

- **Output 1: Project Schedule**

- a. A thorough schedule that details every important task and achievement over the four-week fitness program. Contains the due dates for:
- b. Program design completion (diet plans, workouts)
- c. Promotional and marketing endeavors
- d. Registration and onboarding of participants
- e. Date of program launch and weekly progress reports
- f. Final program evaluation and gathering of participant input

- **Output 2: A Gantt chart**

- a. An illustration of the project schedule that displays the tasks, their durations, and their interdependencies, divides tasks into:
- b. Program design phase (workouts, meal plans)
- c. Phases of marketing (advertising, registration) and execution (conducting exercises, motivating participants)
- d. Phases of monitoring and post-program review

- **Output 3: Comprehensive Financial Plan**

- a. A thorough document detailing all anticipated expenses for the four-week fitness course. Examples of categories are:
- b. Costs associated with marketing and advertising (flyers, social media ads)
- c. Pay or stipends for the team (coaches, content creators, administrative staff)
- d. Software and platform expenses (participant tracking software, fitness app subscription fees)
- e. Equipment expenses (if supplying equipment to participants or leasing space)
- f. a reserve for unanticipated costs

- **Output 4: Report on Budget Monitoring**

- a. A report that charts program-wide actual spending against budgeted amounts.
- b. Frequent updates to guarantee the team stays within budget and promptly detect any possible overspending.
- c. Includes a description of any savings or extra expenses realised.

- **Output 5: Resource Allocation Summary**

- a. A thorough breakdown of the resources and money distributed among the team members and various tasks.
- b. Guarantees that funds are allocated according to the importance of the tasks (e.g., more budget for marketing during the pre-launch phase).

- **Responsible for Execution:** *All team members (Hannah Bujold, Denise Francisco, Prajwal Nagaraj, Aditya Shrivastav)*

- **Approvals:** *Instructor*
- **When must it be Completed:** *November 30, 2024.*

Deliverable 5: Project Documentation

- **Output 1: WBS**
 - a. A thorough division of the overall project into more manageable, smaller tasks and subtasks.
 - b. Project phases (e.g., planning, marketing, execution, and evaluation) represented graphically or tabularly task delegation to team members or departments
- **Output 2: Project Schedule and Gantt Chart**
 - a. A detailed timetable detailing the entire four-week exercise regimen. Includes: Key milestones and deadlines for major deliverables
 - b. Start and finish dates for the task
 - c. Dependencies between different tasks
- **Output 3: Financial Reports and the Budget Plan**
 - a. A list of all the project's estimated and actual expenses.
 - b. Contains: preliminary budget projections
 - c. Comparing actual and projected spending
 - d. Following program completion, a financial summary report
- **Output 4: Risk Management Documentation**
 - a. A document known as the "risk register" lists possible project hazards along with mitigation strategies.
 - b. Risks listed, including technical difficulties and participant dropouts
 - c. Evaluation of risk (impact and likelihood)
 - d. Plans for contingencies and risk response
- **Output 5: Communication Mangement Plan**
 - a. A written agreement detailing the team's communication policies and procedures with outside parties.
 - b. Channels of communication (messaging apps, email, project management tools)
 - c. Meeting agendas and reporting procedures
 - d. Matrix of stakeholder communication
- **Responsible for Execution:** *All team members (Hannah Bujold, Denise Francisco, Prajwal Nagaraj, Aditya Shrivastav)*
- **Approvals:** *Instructor*
- **When must it be Completed:** *December 6,2024*

Deliverable 6: Project Presentation and Celebration

- **Output 1: Final Project Presentation Deck**
 - a. A polished slideshow intended for internal teams, participants, or stakeholders that summarizes the project from beginning to end.
 - b. Summary of the program and its goals
 - c. Important dates and schedule
 - d. Results and outcomes of the program (such as participant engagement and fitness advancement)
 - e. Obstacles encountered and how they were overcome
 - f. Takeaways and suggestions for upcoming initiatives
 - g. Visual components include program images or videos, participant progress charts, and testimonies.
- **Output 2: Data and results summary**
 - a. An overview of the quantitative and qualitative outcomes of the fitness program.
 - b. Metrics such as engagement levels, participant completion rates, and fitness gains (before-and-after stats)
 - c. Participant testimonials showcasing their achievements
 - d. Data visualisations illustrating the impact of programs, such as graphs and charts
- **Output 3: Input from Participants and Stakeholders**
 - a. A section of a report or presentation that summarises participant and stakeholder feedback.
 - b. Highlights of participant satisfaction from questionnaires or surveys
 - c. Team member perspectives on the project's obstacles and achievements
 - d. Any concrete recommendations or modifications for upcoming program iterations
- **Responsible for Execution:** *All team members (Hannah Bujold, Denise Francisco, Prajwal Nagaraj, Aditya Shrivastav)*
- **Approvals:** *Instructor*
- **When Must it be Completed:** *December 13, 2024.*

Milestones

Table 4 • Project Milestones

Date	Milestone
November 30, 2024	Completion of Work Breakdown Structure (WBS)
November 30, 2024	Submission of Communication Management Plan
November 30, 2024	Submission of Risk Management Plan
November 30, 2024	Submission of Schedule and Budget
December 6, 2024	Completion of Project Documentation Package
December 13, 2024	Project Presentation and Celebration Plan

Costs and Revenues

Table 5 • Project Costs

Deliverable	Item	Cost Estimate
Work Breakdown Structure (WBS)	Document preparation and software tools	\$200
Communication Management Plan	Software and printing costs	\$150
Risk Management Plan	Risk assessment tools	\$120
Schedule and Budget	Planning software and consultations	\$200
Project Documentation	Compilation and printing costs	\$100
Project Presentation	Venue rental and materials	\$300
Project Celebration	Venue, catering, and decorations	\$600
	Total Project Costs	\$1770
	(B) Total Project Cost Range (-40 to +75%)	\$1062 - \$3098

Table 6 • Project Revenues

Revenue Item	Description	Revenue Estimate
Sponsorship	Potential funding from local businesses	\$5000
Ticket Sales	Revenue from ticket sales for event	\$2000
Merchandise Sales	Revenue from project-related merchandise	\$1500
	Total Project Revenue	\$8500
	(A) Total Project Revenue Range (-40 to +75%)	\$5100 - \$14875
	Forecasted Project Goal [A – B]	\$7,090

Considerations for Project Revenues

- **Materials and Equipment:** Not applicable as this table focuses on revenue.
- **Advertising, Printing, and Project Celebration:** Revenues from ticket sales and sponsorships include advertising.
- **Specialized Staff / Contractors:** Not applicable in this revenue context.
- **All Revenue Sources:** All major revenue sources are considered.

The project is forecasted to be **profitable** since the forecasted project goal exceeds \$1,000, totaling **\$6,730**.

Stakeholders

- **Participants:** The individuals engaging in the fitness program, whose goals and progress are the focus.
- **Fitness Coaches/Trainers:** Professionals guiding participants, creating workout plans, and providing motivation and support.
- **Nutritionists/Dietitians:** Experts offering dietary advice and meal planning to complement the fitness program.

- **Project Manager:** The person overseeing the project’s implementation, ensuring timelines and goals are met.
- **Fitness Facility/Studio Owners:** Those providing the space and equipment necessary for workouts.
- **Marketing Team:** Individuals responsible for promoting the program and attracting participants.
- **Sponsors/Partners:** Organizations or brands that may provide funding, products, or services in exchange for visibility.
- **Community Members:** Local individuals or organizations that may be impacted or involved in the project, fostering a sense of community.
- **Health Care Professionals:** Doctors or therapists who may provide input on participants’ health considerations.

Table 7 • Project Stakeholders

Stakeholder Name	Stakeholder Organization	Role	Top Priority
Alex Johnson	SAIT Students' Association	Project Sponsor	Time
Jamie Lee	SAIT Fitness Program	Project Manager	Cost
Taylor Smith	SAIT Fitness Team	Project Team Member	Scope
Morgan White	Fit4Less Coaching	Trainer	Quality
Chris Patel	SAIT Student Body	End User	Satisfaction
Doug Jackson	Dougs Sports	Committee Member	Time
Jordan Green	SAIT Marketing Team	Marketing	Outreach
Dr. Emily Chang	Health & Wellness Consulting	Consultant	Quality
Kris Montana	SAIT IT Support	Technical Support	Functionality
Garry Simpson	Iron Peak Fitness	Sponsor/ Donor	Quality
Samanth Boyd	Elevate Sports & Nutrition	Sponsor/Donor	Reach
Ryan Delgado	Vitality Wellness	Sponsor/ Donor	Cost

Project Team

Table 8 • Project Team Role Descriptions

Project Team Role	Key Responsibilities
Project Sponsor	The Project Sponsor is responsible for removing roadblocks for the project team and ensuring the client’s image and reputation are protected. Most decisions will not need to involve the project sponsor.
Project Manager	Accountable for the overall execution of the project. Responsible to coordinate team meetings, delegate key responsibilities, support team members when needed, oversee the completion of project deliverables.

Project Team Role	Key Responsibilities
Logistics Coordinator	Responsible for the coordination and communication with external vendors or suppliers. This can include, but not limited to, venue bookings, material purchases, equipment acquisition, catering arrangements, and other logistical needs.
Marketing Coordinator	Responsible to develop and execute a marketing strategy for the project with the key audience in mind. May include traditional methods (e.g., posters, word of mouth) or digital platforms (e.g., social media, websites, etc.).
Schedule & Budget Coordinator	Responsible for maintaining the project schedule, monitoring key dates, developing a project budget, tracking actual and forecasted costs, and coordinating financial transactions (e.g., donations, reimbursements, etc.). Proficient in MS Excel, and willing to learn how to use MS Project in detail.
Customer	The customer is responsible for making decisions on behalf of the client. They are accountable for decisions regarding the project triangle, and ensure appropriate tradeoffs are made to achieve an acceptable level of quality on the project. They will play a decisional role in this project and are likely to approve most major components of the project.
Steering Committee	The Steering Committee is responsible for supporting the Project Team in delivering a quality project. They are accountable, as individuals, for providing critical feedback on and oversight of project documentation prior to it reaching the customer or project coach.
Project Coach	The project coach is responsible for coaching the project manager and project team, by providing guidance and feedback as and when required on deliverables, feasibility, or any other situation within their remit.

Constraints

Table 9 • Constraints

Constraint Description	Project Triangle Affected	Constraint Parameter
Fixed 4-week Timeframe: The entire program, including the phases of planning, carrying out, and evaluating, has to be finished in 4 weeks.	Time	Time constraint for program delivery, participant onboarding, content creation, and planning.
Defined Program Components: Specific deliverables like an exercise schedule, dietary guidelines, participant onboarding, and weekly progress tracking are all included in the program scope. Any alterations or additions could broaden the project's scope, which could make it harder to finish on schedule or within budget.	Scope	Dietary plans, exercise regimens, and participant communication schedules have been predetermined.

Constraint Description	Project Triangle Affected	Constraint Parameter
Fixed Budget: The project has a set budget that covers expenses for marketing, team salaries, tools (like participant progress tracking software), and any other resources needed. If this budget is exceeded, additional funds or the elimination of other program components may be needed.	Cost	Platform subscription fees, trainer pay, marketing costs, and participant materials.
Recruitment of Participants and Time-Sensitive Marketing: Prior to the start of the program, participant marketing and recruitment must be finished. A delayed program launch could reduce the efficacy of the four-week schedule or even result in the missing of important deadlines if participants are not secured or marketing efforts are not completed in a timely manner.	Time	Allotted time for participant onboarding, advertising, and initial consultations is limited. Important dates for pre-program communications, sign-ups, and marketing campaigns.

Exclusions

The following items are excluded from the project scope.

- **Exclusion 1: Long-term Support and Maintenance**
 - **Description:** Following the 4-week program, participants will not receive any further support or maintenance from the project. The team won't be accessible for further fitness advice or follow-up consultations after the program ends.
 - **Justification:** Delivering the 4-week program and assessing its effectiveness are the main priorities, rather than offering long-term coaching or support.
- **Exclusion 2: Advanced Personalization**
 - **Description:** The fitness program won't provide highly customized nutrition or exercise regimens based on a person's medical history or unique dietary requirements. The program will employ a standardized methodology appropriate for a broad audience.
 - **Justification:** Although there is room for some flexibility, the team lacks the resources to design personalized plans for each participant, which would guarantee that the program stays effective and feasible within the allotted four weeks.
- **Exclusion 3: Equipment Provision**
 - **Description:** Participants in the program will not receive any exercise equipment. Bodyweight exercises or common household items will be used in place of minimal or no equipment for all routines and exercises.
 - **Justification:** By doing this, expenses are kept low, and participants can take part in the program even if they don't have access to a gym.

Risks

Table 10 • Preliminary Project Risks

#	Risk Statement	Probability	Impact
1	If participants lose motivation or have any personal issues, then it might reduce effectiveness of the program and increase difficulties in achieving their goals.	Probable	Extreme
2	If there delays in the content development, then the timeline of the program can be disrupted	Probable	Extreme
3	If there are issues with the technology, there can be issues in communication and tracking.	Rare	Moderate
4	If the participants are not sufficient, then the engagement level can drop.	Probable	Extreme
5	If there isn't enough staff or resources, then the quality of the program can decrease	Probable	Extreme
6	If the health and safety regulations are not followed, then there can be legal issues	Rare	Extreme
7	If there are negative feedback from participants, then staff's moral and reputation can decrease	Rare	Moderate
8	If the budget overruns, then the program quality can deteriorate	Probable	Extreme

Scope Management

Scope management for our fitness project ensures that any changes to cost, time, or scope are handled systematically. The process defines who can submit a scope change request, who approves it, and how the change's impact is assessed. Minor changes, like small increases in cost or slight delays, can be approved with less oversight, while major changes that significantly affect the project require higher-level approval and more extensive review. All scope change requests will be tracked and logged to monitor their impact on resources.

Considerations:

- **Who can submit a scope change request?** Any project team member can submit a request, including clients and stakeholders.
- **Who authorizes investigation and commits resources?** The project manager reviews all scope change requests and authorizes investigation into their impact. The project sponsor must approve any major changes involving significant costs or time extensions.
- **How are changes tracked?** All requests and their outcomes will be recorded in a project log, tracking the change's impact on cost, time, and scope. This ensures the project remains aligned with its overall goals while accounting for necessary adjustments.

The table categorizes changes by size—minor, moderate, and major—based on how they affect cost, time, and scope.

Table 11 • Scope Management Definitions

Definition	Cost	Time	Scope
Scope Change			
Minor	<i>A cost increase of less than 5% of the total budget. Examples:</i> <ul style="list-style-type: none"> • 2% increase in printing cost • 4% increase in social media ad spend 	Less than 1 day delay in one of the items on the project timeline. Examples: <ul style="list-style-type: none"> • Rescheduling a participant check-in • A couple of hours delay in design approvals or meetings 	Changes to deliverables that do not alter project outcomes. Examples: <ul style="list-style-type: none"> • Minor change to marketing collateral that improves reach.
Major	Over 10% increase in the original budget. Example: <ul style="list-style-type: none"> • Adding new marketing channel resulting in a 15% increase to ad spend. • Coach/trainer changes resulting in significant changes to cost. 	More than a day's delay in the project timeline. Examples: <ul style="list-style-type: none"> • A 3-day delay in project launch • A week-long delay on marketing execution 	<i>A scope change that affects the projects overall goals and outcomes. Example:</i> <ul style="list-style-type: none"> • Major program structure change (e.g. removing nutrition component; switching to an 8-week program)

Change Request Process

In this project, changes in scope are expected as it evolves, so we need a clear process to manage these changes effectively. The following outlines the steps for handling scope changes, including roles and tracking mechanisms:

Submitting Scope Change Requests

Any team member, stakeholder, or participant can submit a scope change request. The request must detail the nature of the change, its potential impact on the project, and reasons for the adjustment.

Submission Channel: Requests will be submitted through MS Teams to maintain a central tracking record.

Authorizing the Investigation

Once a request is submitted, the project manager will determine if the request needs further investigation. Smaller changes (e.g., minor adjustments to workout routines or scheduling) can be approved directly by the project manager. Larger changes that involve significant resource implications (e.g., altering program structure or increasing budget) will be escalated to the entire project team and instructor for approval.

Committing to Resource Implications

If a scope change involves a shift in resource allocation—such as additional time, budget, or personnel—the project manager will evaluate the impact and seek approval from the instructor. The decision to proceed with the change will be made based on an analysis of its potential benefits versus resource strain.

Tracking Scope Changes

All scope change requests will be documented and tracked within the project management tool. This includes the initial request, investigation outcomes, decisions, and adjustments to project resources, timelines, or deliverables. The status of each change (pending, approved, rejected) will also be logged for transparency and review.

Work Breakdown Structure (WBS)

1. Program Initiation: 12-Week Fitness Program

1.1. Program Planning

- Stakeholder: Program Manager, Marketing Team, Program Sponsor
- Task: Define program objectives, deliverables, and timeline.
- Task: Identify key stakeholders and resources required.
- Task: Prepare project charter and gain approval from stakeholders (Program Sponsor).

1.2. Risk Assessment and Mitigation

- Stakeholder: Program Manager, Health & Safety Officer, Fitness Trainer, Dietitian/Nutritionist
- Risk: Participant injuries due to improper use of equipment.
- Task: Identify potential risks (e.g., injury, overexertion).
- Task: Develop and implement mitigation strategies (safety protocols, training, etc.).
- Task: Ensure that trainers and staff are certified in CPR/First Aid (ensure certifications are valid before the program starts).

1.3. Develop Communication Plan

- Stakeholder: Program Manager, Marketing Team
- Task: Develop a communication strategy for regular stakeholder updates.
- Task: Establish communication channels and schedule.

2. Fitness Program Execution

2.1. Recruitment and Marketing

- Stakeholder: Marketing Team, Program Manager
- Risk: Low participant turnout.
- Task: Identify target audience (students, community members, fitness enthusiasts).
- Task: Develop a marketing and recruitment plan (advertisements, social media outreach, etc.).
- Task: Launch marketing campaigns and monitor results.

2.2. Trainer and Staff Coordination

- Stakeholder: Program Manager, Fitness Trainers, Administrative Coordinator

- Risk: Staff mismanagement leading to inefficiencies.
- Task: Assign roles and responsibilities to trainers and event staff.
- Task: Conduct a pre-event briefing and provide necessary training or orientation.
- Task: Ensure all trainers are certified in their respective fields (e.g., fitness training, nutrition).
- Task: Ensure staff members are trained in first aid and emergency response before the program begins.

2.3. Set Up Event Venue and Equipment

- Stakeholders: Program Manager, Fitness Trainers, Health & Safety Officer, Administrative Coordinator
- Risk: Delays in setup or equipment failure.
- Task: Inspect the venue, confirm space and equipment availability.
- Task: Set up fitness stations, signage, and necessary equipment.
- Task: Ensure that venue permits and safety inspections are secured before the event.
- Task: Secure any necessary venue permits (e.g., for public events, outdoor spaces).
- Task: Confirm health and safety permits for the use of fitness equipment.
- Task: Ensure that venue has proper insurance and permits for events involving physical activity.

2.4. Fitness Program Sessions

- Stakeholder: Fitness Trainers, Participants
- Risk: Participant overexertion.
- Task: Conduct daily fitness activities (strength, cardio, flexibility).
- Task: Monitor participant progress and adjust intensity as needed.
- Task: Ensure safety protocols (e.g., warm-up, cool-down, hydration breaks).
- Task: Ensure trainers are ready to respond to any medical emergencies.

2.5. Track Participant Progress

- Stakeholder: Fitness Trainers, Administrative Coordinator
- Task: Collect and record participant progress data (e.g., endurance, weight loss).
- Task: Review participant goals and adjust fitness plans as needed.

3. Program Reporting and Documentation

3.1. Collect Data and Feedback

- Stakeholder: Program Manager, Fitness Trainers, Administrative Coordinator
- Task: Gather data on participant progress, program success metrics, and feedback.
- Task: Create an outline for the final report (introduction, results, feedback, etc.).

3.2. Draft Program Report

- Stakeholder: Program Manager
- Task: Compile and analyze collected data.
- Task: Draft initial report with charts, graphs, and participant feedback.

3.3. Review and Revise Report

- Stakeholder: Program Manager, Fitness Trainers, Program Sponsor
- Task: Circulate draft to stakeholders for feedback.
- Task: Proofread and incorporate feedback.
- Task: Finalize the report and submit to the steering committee.

4. Project Management Deliverables

4.1. Work Breakdown Structure (WBS)

- Stakeholder: Program Manager
- Task: Finalize the WBS.
- Task: Monitor progress and ensure tasks are being completed according to plan.

4.2. Communication Management Plan

- Stakeholder: Program Manager, Administrative Coordinator
- Task: Develop and implement the stakeholder communication plan.
- Task: Ensure timely and accurate communication with all stakeholders.

4.3. Risk Management Plan

- Stakeholder: Program Manager, Health & Safety Officer
- Task: Identify risks and develop mitigation strategies.
- Task: Monitor and address any emerging risks during the program.

4.4. Schedule and Budget Management

- Stakeholder: Program Manager, Program Sponsor
- Task: Track project progress against schedule.
- Task: Monitor budget and manage costs.

4.5. Project Documentation and Reporting

- Stakeholder: Program Manager
- Task: Ensure that all project documents are up-to-date and accessible.
- Task: Regularly update key stakeholders on the status of the project.

4.6. Project Presentation

- Stakeholder: Program Manager
- Task: Prepare and deliver a presentation summarizing program outcomes, successes, and lessons learned.

5. Project Celebration

5.1. Organize Post-Event Celebration

- Stakeholder: Program Manager, Marketing Team
- Risk: Event mismanagement or vendor delays.
- Task: Confirm celebration venue and catering.
- Task: Coordinate event decorations and event logistics.

5.2. Hold Post-Event Review and Celebration

- Stakeholder: Program Manager, Participants, Fitness Trainers
- Task: Gather feedback from participants, trainers, and stakeholders.
- Task: Celebrate project success and recognize team contributions.
- Task: Acknowledge sponsors, volunteers, and contributors.

6. Final Deliverables & Project Closure

6.1. Final Documentation and Reporting

- Stakeholder: Program Manager, Fitness Trainers, Administrative Coordinator
- Task: Complete all project documentation and submit final reports.
- Task: Closeout project and ensure all deliverables are met.

6.2. Project Evaluation and Debriefing

- Stakeholder: Program Manager
- Task: Conduct a post-project evaluation to identify successes and areas for improvement.
- Task: Document lessons learned and share with stakeholders for future improvements.

Risk Management Plan (RMP)

[illegible]

8	2.2	Issues with participant data privacy and security	Program Manager	Probable	Major	Medium	Mitigate	Ensure secure storage of personal data, follow privacy laws, and restrict access to	Unlikely	Major	Medium
9	5.5	Delays in project documentation and reporting	Project Manager	Unlikely	Major	Medium	Mitigate	Allocate time for regular check-ins and progress updates to ensure documentation is on track	Unlikely	Moderate	Medium

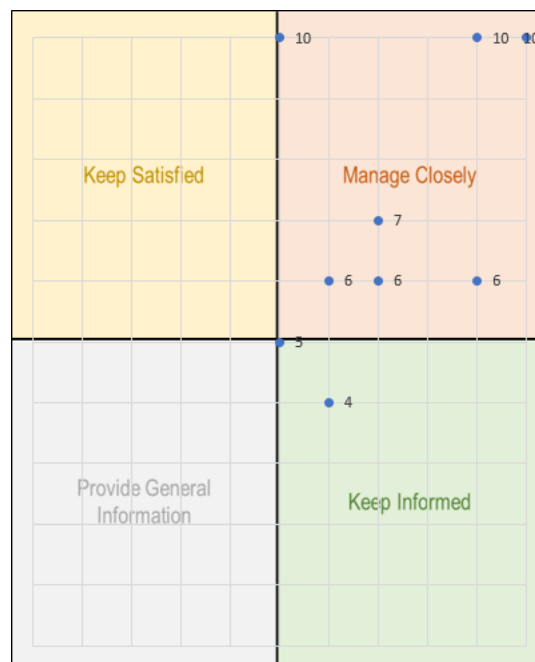
Communication Management Plan (CMP)

Stakeholder Analysis Data

Stakeholder	Stakeholder Role	Power	Interest
Program Manager	Oversees the entire fitness program, makes decisions, and ensures the program stays on track.	10	10
Administrative Coordinator	Manages participant registrations, ensuring all necessary information is collected, and keeping track of enrollments and participant data.	5	5
Marketing Team	Responsible for creating and executing the promotional strategy, handle enrollment, and manage public relations.	6	6
Program Sponsor	Responsible for securing resources (budget, personnel), supporting the program's objectives, and provide financial or material support for the program.	9	6
Health & Safety Officer	They are responsible for risk assessments and developing emergency procedures in case of accidents.	7	6

Participants	Engage in the fitness program and work toward fitness goals.	5	10
Insurance Providers	Provide coverage for any potential injuries or incidents during the program.	6	4
Fitness Trainers	Deliver fitness sessions, provide guidance, and ensure safety during exercises.	9	10
Nutritionists/Dietitians	Provide dietary guidance and meal plans to ensure participants are eating appropriately for their fitness goals.	7	7

Stakeholder Analysis Map



Stakeholders and Comm Log

Program Sponsor	Marketing Team	Administrative Coordinator	Program Manager	Stakeholder Name
External (Corporate Sponsors)	Internal (Marketing Department)	Internal (Project Team)	Internal (Project Team)	Stakeholder Organization
Provide financial or material support for the program.	Promote the fitness program, handle enrollment, and manage public relations.	Manages participant registrations and logistical support	Oversees the entire fitness program, makes decisions, and ensures the program stays on track.	Role
ROI, brand exposure, successful program delivery	Drive enrollments, enhance brand visibility	Ensure smooth registration and onboarding of participants.	Successful program execution and achieving fitness goals	Top Priority
Yes, financial contributions, event sponsorship	Yes, creating promotional materials, managing social media, running ads	Yes, to maintain accurate records and ensure seamless enrollment process.	Yes, ensuring the program stays on track and within budget	Contributions Needed?
Brand exposure, high program visibility, measurable impact	High participant enrollment, strong program branding and visibility	Seamless registration process, complete participant information	High-quality results, smooth operations, positive participant feedback	Expectations of the Project?
Monthly updates on program progress, media coverage, participant engagement	Regular updates on enrollment numbers, social media engagement	Ongoing check-ins and assistance with any registration issues.	Frequent check-ins to ensure alignment with project goals and timelines	Stakeholder Management Strategy
Program progress, participant numbers, media exposure	Enrollment data, marketing performance analytics	Registration numbers, program updates, participant info, deadlines.	Weekly progress reports, participant feedback, financial updates	Information Needed
Monthly	Bi-weekly	Weekly	Weekly	Frequency
Email, Reports	Email, Meetings	Email, meetings, CRM	Email, Meetings	Medium

Nutritionists / Dietitians	Fitness Trainers	Insurance Provider	Participants	Health & Safety Officer
External (Contracted Professionals)	External (Contracted Professionals)	External	External (Program attendees)	Externall (Contractor/ Consultant)
Provide dietary guidance and meal plans to ensure participants are eating appropriately for their fitness	Deliver fitness sessions, provide guidance, and ensure safety during exercises.	Provide coverage for any potential injuries or incidents during the program.	Engage in the fitness program and work toward fitness goals.	Responsible for safety protocols and risk management
Ensure participants have the right nutrition for fitness goals	Participant safety, engagement, and fitness outcomes	Risk management and coverage for incidents	Achieve fitness goals and improve health	Ensure the safety of participants during fitness activities.
Yes, offering guidance on meal planning, conducting consultations	Yes, program delivery, monitoring participant progress, ensuring safety	Yes, insurance for events, ensuring all participants are covered	Yes, active participation, commitment to fitness plan	Yes, to develop and enforce health and safety guidelines.
Effective dietary guidance, participant engagement with nutrition plans	Safe, effective workouts and positive participant feedback	Minimal claims, safety during events, proactive risk management	Positive experience, clear progress toward goals, motivating instructors	Uphold health and safety standards, minimized risks
Coordinate with trainers to ensure dietary plans align with workouts	Regular communication to address any concerns, discuss class progress	Periodic updates on risk assessments, incident reports, insurance claims	Regular updates on progress and any modifications to the program	Regular check-ins to ensure safety protocols are being followed and adjustments are made if needed.
Dietary plans, participant dietary preferences, health goals	Participant progress, safety protocols, exercise schedules	Incident reports, event schedules, participant counts	Personal progress, new class offerings, event details	Program schedules, participant health info (as necessary), incident reports.
Bi-weekly	Daily (during classes)	As needed	Weekly	Weekly
Email, In-person	In-person, WhatsApp	Email, Phone	Email, App	Meetings, Email, Safety reports

Project Team Charter

Project Guiding Principles

Mission

Our mission is to collaborate effectively as a cohesive team to complete the 12-week Personal Fitness and Wellness Transformation project. We will foster a supportive and communicative environment, ensuring that each team member contributes their strengths toward the successful planning, execution, and monitoring of the project. We aim to maintain accountability, encourage open communication, and deliver high-quality results while growing individually and as a team.

Objectives

1. **Ensure Clear Communication:** Maintain consistent communication through regular meetings (weekly check-ins) and messaging platforms (e.g., WhatsApp) to discuss progress, address concerns, and make necessary adjustments.
2. **Promote Team Accountability:** Each member will take responsibility for their assigned tasks and hold themselves and others accountable for meeting deadlines and delivering quality work.
3. **Foster Collaboration and Support:** Actively offer help, share knowledge, and provide feedback to ensure each team member feels supported throughout the project.
4. **Achieve High Team Morale:** Cultivate a positive team atmosphere by celebrating milestones, recognizing individual contributions, and addressing challenges promptly and professionally.
5. **Deliver the Project on Time and with Quality:** Complete all deliverables within the 12-week timeframe, ensuring that the project meets the objectives of fitness transformation while adhering to the project plan.

Project Team

Members and Contact Information

Member	Phone Number	Email	Other Contact Info
Hannah Bujold		Hannah.bujold@edu.sait.ca	
Denise Francisco		Denisemarie.francisco@edu.sait.ca	
Prajwal Nagaraj		Prajwal.Nagaraj@edu.sait.ca	
Aditya Shrivastav		Trekkingtoe@gmail.com	

Communication Mechanisms

Mechanism	Details	When Used?	Response Time
Face-to-face meetings	N/A	N/A	N/A
Emails	CC members and instructor	Urgent issue only	ASAP
MS Chat	PM Group 7	Quick messages	<24 hours
MS Teams	MNGT 321 – Group 7	Project info & Files	<72 hours

Roles and Responsibilities

See the SOW for a full description of roles and responsibilities on this project.

RASCI Chart

The RASCI chart identifies specific responsibilities and accountabilities that are broken down by key deliverables or phases. The chart will ultimately rely upon your work breakdown structure (WBS), which you have not developed yet.

The acronym RASCI stands for the following:

R *Responsible for action/implementation: The entity or these entities produce project deliverables as required.*

A *Accountable for outcomes: The accountable entity has full authority over the process or deliverable. Only one entity can be accountable for any given item.*

S *Supporting: The supporting entity does the “real work,” providing data and analysis and helping to move the task forward.*

C *Consulted: The entity or these entities may be consulted before making a decision or taking action.*

I *Informed: The entity or these entities will be informed after a decision has been made or action taken, including through progress and status reports.*

Deliverable	Project Sponsor (A)	Customer (I)	Steering Committee (C)	Project Coach (C)	Project Manager (R)	Logistics Coordinator (R)	Marketing Team (S)	Schedule & Budget (S)
Statement of Work	A	I	C	C	R			
Work Breakdown Structure			C		A	R		
Communication Management Plan			C	C	A		S	
Risk Management Plan			C		A			S
Schedule and Budget					A			R
Project Documentation			C		R		S	S
Marketing Plan				C		R	A	
Event Coordination						A		
Final Report	A	I	C	C	R			
Post Event Review and Celebration				C	R	A	S	

Organization Chart

See the SOW for a full description of the org chart on this project.

Norms

1. **Respect and Open Communication:** Team members will treat each other with respect and ensure all voices are heard during discussions. Meetings will start and end on time, and all members will actively participate. *Examples: Arriving to meetings on time, listening without interrupting, and responding to messages in a timely manner.*
2. **Accountability:** Each team member will be accountable for their tasks and deadlines. *Examples: Regularly updating the team on individual progress, completing tasks on time, and notifying the team immediately if difficulties arise.*
3. **Collaboration and Support:** The team will actively help each other when needed, offering assistance without judgment. *Examples: Sharing resources, offering feedback constructively, and stepping in to assist team members when they are struggling.*

Team Values

- **Value #1: Respect** – Team members show respect by actively listening, valuing opinions, and not talking over others.
- **Value #2: Responsibility** – Taking ownership of one's work and being accountable for completing assigned tasks.
- **Value #3: Adaptability** – Being flexible and open to change, understanding that project details might need adjustment.

Meeting Behaviour

- **Behaviour #1: Active participation** – Showing up to all meetings and contributing ideas and input to discussions, providing feedback, and helping to brainstorm solutions.
- **Behaviour #2: Be prepared** – Arriving at meetings having completed any pre-assigned work and ready to discuss progress and tasks.
- **Behaviour #3: Communicate respectfully** – Listening to others, not interrupting, and maintaining a professional tone during all interactions. Ask questions or challenge ideas constructively.
- **Behaviour #4: Offer help** – Proactively helping teammates if someone is struggling with their part of the project.

Consequences

- **Trigger #1** A team member fails to participate actively (e.g., missing a meeting without prior notice or not contributing to discussions).
 - **Consequence:** The team member receives a verbal or written reminder about the importance of participation, with encouragement to engage more in future meetings.
- **Trigger #2:** *A team member misses a deadline for an assigned task without informing the group in advance or fails to complete their part to the agreed-upon standard.*
 - **Consequence:** The issue is addressed in a team meeting, and the team member is asked to make up the work within a revised, shorter timeline. If the pattern continues, the issue may be escalated to the instructor.
- **Trigger #3:** *A team member continues to show a lack of accountability, missing multiple deadlines, disregarding communication, or repeatedly being uncooperative in meetings despite prior warnings.*
 - **Consequence:** The team member will be excluded from certain parts of the project, and the instructor will be informed for further intervention, which could affect their final contribution assessment.

Issue Management

Issue Tracking

*We will use a **spreadsheet** shared through MS teams to log and track all issues that arise during the project. This ensures accountability, accessibility, and real-time updates between meetings. The spreadsheet will include the following columns:*

- **Issue Description:** *A concise summary of the issue.*
- **Assigned Team Member:** *Clear accountability will be established by assigning one team member to each issue. This prevents diffusion of responsibility.*
- **Priority Level:** *Issues will be categorized as High, Medium, or Low priority, based on their potential to disrupt the project timeline or objectives.*
- **Due Date:** *A specific deadline for resolving the issue.*
- **Status:** *The status will be updated regularly as “Open,” “In Progress,” or “Resolved.”*
- **Comments/Updates:** *This section will be used to document any relevant updates, actions taken, or resolutions found.*

Management Between Meetings: Issues will be updated in real-time using the spreadsheet, and team members are expected to monitor the document regularly. In the event of urgent issues, team members should notify the entire team and the instructor immediately via email and/or MS Teams to ensure the issue doesn't wait until the next meeting.

Meeting Discussions: The team is expected to review the issue log before every meeting to provide updates, assess any new problems, and adjust priorities as needed.

Escalation Process

Escalation Criteria -- *Issues will be escalated under the following conditions:*

- *The assigned team member cannot resolve the issue within the agreed-upon deadline.*
- *The issue affects multiple project areas or risks delaying the project timeline.*
- *The issue requires resources, decisions, or approvals beyond the team's capabilities.*

How to Escalate an Issue

- **Step 1:** The assigned team member identifies the issue that requires escalation and informs the group during the next meeting or via a shared communication channel
- **Step 2:** The **group collectively discusses** the issue to determine whether it can be resolved internally. If the group cannot resolve the issue within the necessary time frame or lacks the authority to make a decision, the issue will be escalated.
- **Step 3:** The issue will be escalated to the **instructor**, who facilitates the project and can provide guidance or make decisions that the team cannot. The team will notify the instructor via email or during a scheduled class session, outlining the issue and any attempts made to resolve it.

Tracking Escalated Issues:

Escalated issues will be flagged in the issue tracking spreadsheet, with a note that it has been escalated and to whom (e.g. instructor). Any updates or decisions made will be logged in the "Comments/Updates" section for visibility.

Schedule and Budget

Schedule		
Date	Milestone	
November 30, 2024	Completion of Work Breakdown Structure (WBS)	
November 30, 2024	Submission of Communication Management Plan	
November 30, 2024	Submission of Risk Management Plan	
November 30, 2024	Submission of Schedule and Budget	
December 6, 2024	Completion of Project Documentation Package	
December 13, 2024	Project Presentation and Celebration Plan	
Project Costs		
Deliverable	Item	Cost Estimate
Work Breakdown Structure (WBS)	Document preparation and software tools	\$200
Communication Management Plan	Software and printing costs	\$150
Risk Management Plan	Risk assessment tools	\$120
Schedule and Budget	Planning software and consultations	\$200
Project Documentation	Compilation and printing costs	\$100
Project Presentation	Venue rental and materials	\$300
Project Celebration	Venue, catering, and decorations	\$600
	Total Project Costs	\$1770
(B) Total Project Cost Range (-40 to +75%)	\$1062 - \$3098	
Project Revenues		
Revenue Item	Description	Revenue Estimate
Sponsorship	Potential funding from local businesses	\$5000
Ticket Sales	Revenue from ticket sales for event	\$2000
Merchandise Sales	Revenue from project-related merchandise	\$1500
	Total Project Revenue	\$8500
Total Project Revenue Range (-40 to +75%)	\$5100 - \$14875	
Forecasted Project Goal [A – B]	\$7,090	

Conclusion and Recommendation

Conclusion

The 12-week Personal Fitness and Wellness Transformation project easily meets the current rising concern over health lifestyle issues. Providing a structured and comprehensive program that includes fitness, nutrition, and mental health has the potential to bring about effective and long-lasting change. The decision matrix is used to confirm that the 12-week project offers superior performance over other options based on health outcomes, participant engagement, and sustainability.

This comprehensive project through careful planning, risk management, and stakeholder collaboration will lead to considerable health outcomes, build community participation, and enhance wider wellness programs. Likewise, the financial viability of the program as seen by the forecasted budget and revenue analysis is in order, which means feasibility and success would be accomplished.

Recommendations:

1. **Implementation of Program:**
 - Proceed with the proposed 12-week program as outlined.
 - Ensure that the budget and schedule are closely monitored to avoid overruns.
2. **Engagement and Retention:**
 - Implement motivational strategies like a buddy system, rewards, and weekly milestones.
 - Facilitate regular feedback loops to adapt the program based on participant progress.
3. **Risk Management:**
 - Prioritize safety by adhering to strict health protocols and providing adequate training for fitness staff.
 - Prepare contingency plans for logistical and technological disruptions.
4. **Community Partnerships:**
 - Collaborate with local gyms, health food stores, and wellness service providers for sponsorship and support.
 - Engage community members through targeted marketing campaigns.
5. **Post-Program Follow-Up:**
 - Collect and analyze feedback for future program improvements.
 - Consider developing a long-term engagement plan, such as periodic workshops or an alumni network, to maintain momentum.

Appendices

Appendix A: Communication Management Plan

- A structured plan for stakeholder communication, including frequency, medium, and responsibilities, ensuring alignment and timely updates.

Appendix B: Risk Log

Risk Statement	Probability	Impact	Response Strategy
Participant dropout due to motivation issues	Likely	Moderate	Mitigate: Introduce buddy system and rewards.
Delays in program content development	Likely	Extreme	Avoid: Allocate additional resources upfront.
Technical issues with tracking and communication	Rare	Moderate	Mitigate: Secure backups and reliable platforms.
Insufficient participant enrollment	Likely	Extreme	Avoid: Enhance marketing efforts and incentives.
Budget overruns	Probable	Major	Transfer: Allocate contingency funds.
Negative feedback impacting morale	Rare	Moderate	Mitigate: Actively address concerns.