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**CIMMYT**  
International Maize and Wheat Improvement Center



**Agricultural Innovation Program (AIP) for Pakistan**

# **Planning Workshop**

NARC

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Mark Bell

Director, International Learning Center



Support by Ayesha Arif <aarif@ucdavis.edu>

## **Why are we here? My neighbor.....**

Name: \_\_\_\_\_

Institute: \_\_\_\_\_

A question or comment on planning: \_\_\_\_\_

\_\_\_\_\_

A hobby or interesting place they have visited?

## **Workshop Objectives**

1. Understand the elements of an \_\_\_\_\_ Plan
2. Identify the \_\_\_\_\_ elements for your plan
3. Draft, \_\_\_\_\_ and revise your Action Plan

1) There are different ways to approach planning 2) Don't get caught on terminology. 3) Focus on planning process

## **Presentation structure**

Introductions and expectations

1. What is a plan
2. Why plan
3. Types of plans
4. Creating your plan
  1. Set the scene
  2. Factors influencing success (SWOC)
  3. Add the detail
5. Share (Present your plan to small group)
6. Revising your plan
7. Finish (and evaluation)

## **Workshop guidelines**

1. Contribute
2. Respect time
3. Disagree with the issue, not the individual (comment on the issue, not the person)
4. Be flexible
5. Cell phones on silent
6. Enjoy breaks and network

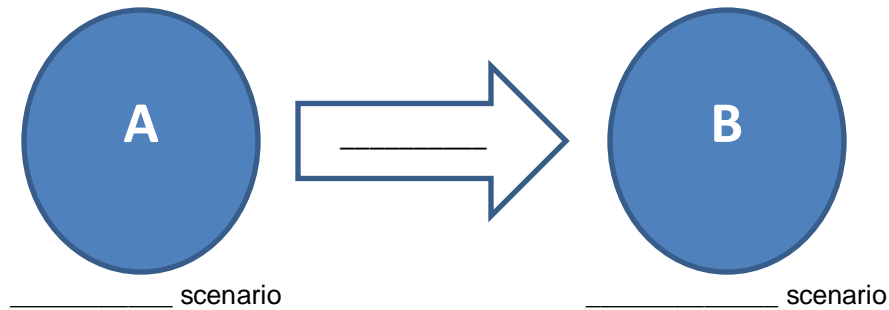
## **Planning**

**What do you think of when you hear about planning?**

## 1. What is a plan?

Your ideas?

A plan is a method of getting from \_\_\_\_\_ set of circumstances to \_\_\_\_\_



## 2. Why plan?

**Activity**

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

Other \_\_\_\_\_

## 3. What are the types of plans?

1. Business 2) \_\_\_\_\_ 3) \_\_\_\_\_

## 4. Creating your action plan

An Action Plan sets a \_\_\_\_\_ with \_\_\_\_\_

Identifies \_\_\_\_\_ and shows

1. \_\_\_\_\_ needs to be done to get there

2. \_\_\_\_\_ is involved

### What's the difference between a goal and an objective?

A goal is a \_\_\_\_\_ statement. - You \_\_\_\_\_ to a goal

An objective is \_\_\_\_\_ and measurable - You can \_\_\_\_\_ an objective.

True or False? There is no single correct plan?

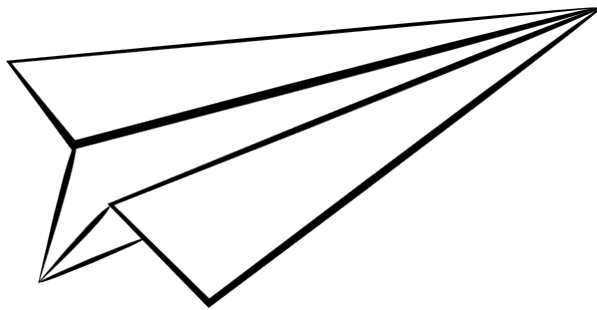
### Step 1: Set the scene

What we will do

- a. Briefly describe the project (1-2 sentences)
- b. Define project goal(s)
- c. Define project objectives and outputs
- d. Set (or estimate) an end target date

#### a. Describe your project

**Activity** – You are asked to help primary school children better understand aerodynamics by providing them with the design for a “good” paper plane.



- a. Briefly describe the project (1-2 sentences)
- b. Define project goal(s)
- c. Define project objectives and outputs
- d. Set (or estimate) an end target date

## Beginning your plan

**A) Describe the project.**

**For commodities, you can use the next page to help you identify needs and problems.**

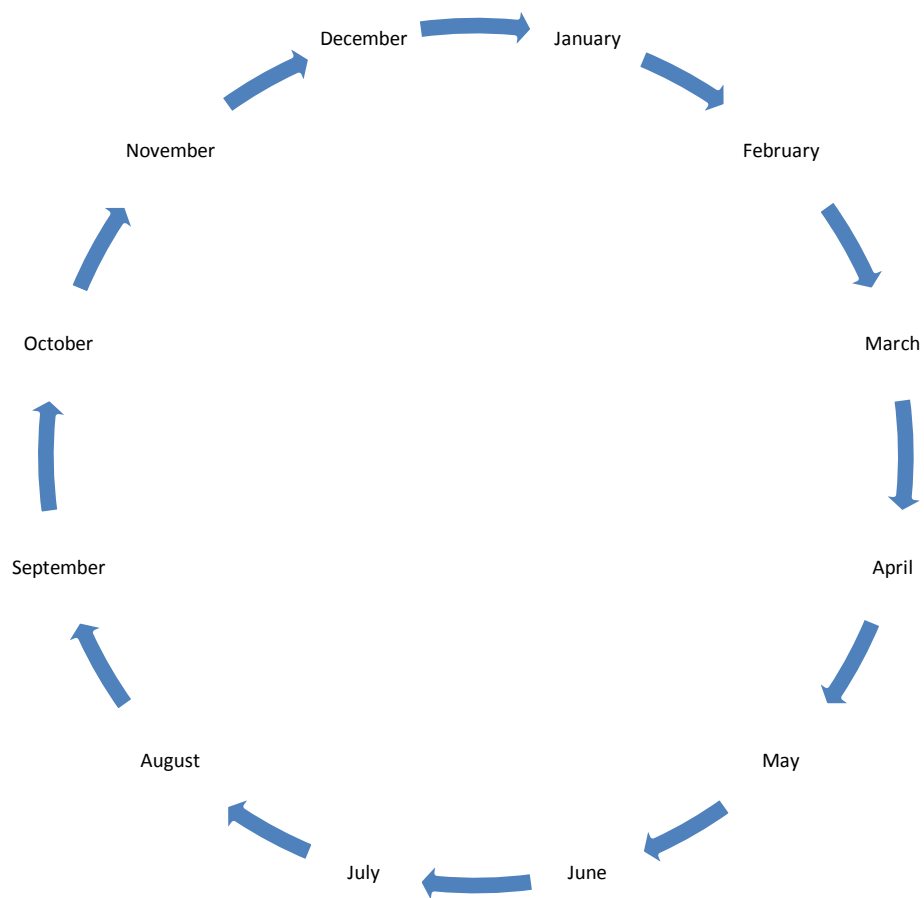
1. Your topic of interest? How important is it? Who's the audience?
2. What is the problem or need you are addressing? What do you want to change?
3. How will you know you are successful? What will be different?

## For commodity projects

**Use this sheet to help you identify needs in your system and what is required for success.**

On a sheet of paper draw a monthly calendar and show the farming events throughout the year and who is engaged. Indicate the major problems and needs?

Consider: Credit access; Land preparation; Crop establishment; Water management; Nutrient management; Pest management; Other practices; Harvest and hauling and storage; Storage; Transport; Marketing



What and who needs to be involved for success?

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**A) Based on your notes above, draft your project description (1-2 sentences)**

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**B) Draft your project goal (why is this important? What's the larger goal you are contributing to?)**

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**C) Identify your objectives and outputs**

**Brainstorm the 5-10 major steps you need to do to be successful**

**(You can use post-its or jot ideas here)**

**Cluster these steps into 3-4 groups (Objectives and Outputs)?**

\_\_\_\_\_ are the clusters of related \_\_\_\_\_

**Draft your Objectives**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Match your Outputs to your objectives**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Outputs and objectives go in pairs (You know you have achieved an objective by the related output).



**Step 1.** Now, use the following format to implement each major step.

**a. Project Description: (Audience, problem being addressed)**

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**b. Project goal:** \_\_\_\_\_

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**c. Project objectives:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**d. Project outputs: At the end of the project we will .....**

(What will success look like?)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**e. Project target date: \_\_\_\_\_ (when do you want this done by?)**

**Step 2. Considering factors that will influence success**

**S**\_\_\_\_\_

**W**\_\_\_\_\_

**O**\_\_\_\_\_

**C**\_\_\_\_\_

<b>S</b>	<b>W</b>
<b>O</b>	<b>C</b>

**Strengths and weaknesses -** \_\_\_\_\_

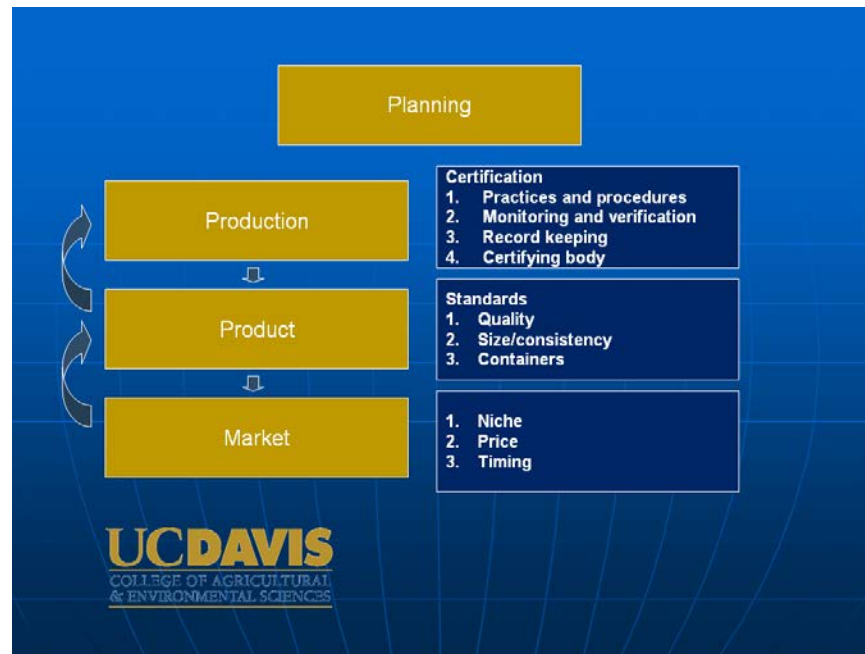
**Opportunities and threats -** \_\_\_\_\_

**Step 3. Adding the detail.** Identify the steps needed to achieve your outputs

Step	Activities (What will be done)	Who will implement	By when	How know achieved (outputs)

## Appendix Action plan example

Organic crop production and marketing: Decide if you want to work on the whole organic scheme or focus on one aspect?



### Before proceeding

#### What's the Difference between a Goal and an Objective?

##### What is a Goal?

A goal is a broad statement of what the program hopes to accomplish.

Examples include:

1. Influence policymakers to bring a family perspectives to policymaking issues that affect the health and well being of New Mexicans.
2. To disseminate information on turf grass and related issues to extension agents.

##### What is an Objective?

An objective is a specific, measurable condition that must be attained in order to contribute to a particular program goal. There are many different ways to specify objectives; the program and evaluator should choose the method that works best for each situation.

Examples of program objectives include:

1. 50% of learners will be able to report making knowledgeable decisions about food purchases after completion of the eight week course.
2. Plant pathology program participants will increase their understanding of biotic and abiotic plant disorders by 25% by the end of the program.

### Organic example:

#### Step 1.

- a. **Project:** Organic crop production and marketing in Moldova
- b. **Project goal:** Improve organic practices in Moldova
- c. **Project objectives:** Develop a set of practices and procedures for organic certification for Apricots.
- d. **Project target date:** December 2007
- e. **Project outcomes:** At the end of the project we will have a production manual detailing management and post harvest practices for organic Apricot production in Moldova.

#### Step 2. Creating the action plan

- Identify the steps needed to achieve your outcome
- Specify activities required for each step (what will be done?)
- Identify who needs to do each step
  - **Note:** A project driver is needed to drive the whole process
- Establish a completion date for each step
- Determine actions needed to get process started

Step	Activity (What will be done)	Who will implement	By when	How know achieved
Literature review	Locate other organic manuals or materials		August	List of publications
Draft the document	Write document for Moldova conditions	Ag specialist	September	Document
Review document	Send document to specialists for review	Organic and crop specialists	October	Reviewers comments received
Document revised	Incorporate reviewers comments		October	Revised document
Pretest document	Pretest document with lead producers		November	Revised document
Document revised	Incorporate farmers comments		November	Revised document
Distribute document	Make available on the web and in hard copy		December	Final document