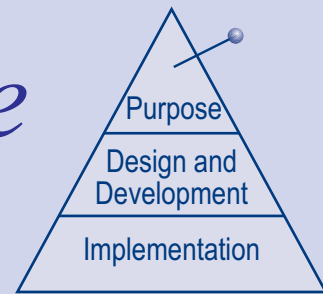


# Nailing the Purpose



**Purpose: To provide a framework for clearly establishing the purpose of the project for the benefit of all parties at the outset of the work.**

What is the purpose of a particular piece of work? Here are some questions that may assist in getting to a clearer purpose.

See if you can answer them for yourself – and consider which ones you may be able to use with other key players.

What do we hope to achieve?	
What do we know about what is working/not working currently? What specific results/deliverables are required?	
What would success look like for the Organisation?  For the key players?  For you?	
What commitment do you have so far to this?	
Where do you anticipate the major blockages or barriers to be? Politics? Cash? Capability?	
Imagine the situation once X is in place?	
What will be different?	
What series of actions/activities would lead us to achieve the purpose?	
What information do the participants in the process need to do good work?	
What will really drive the commitment towards X?	

## Nailing The Purpose

Inside Outreach

**Inside Outreach**  
47 Willowhayne Avenue  
East Preston  
West Sussex BN16 1PL  
Tel/Fax: 01903 856517

Email:

enquiries@inside-outreach.co.uk  
www.inside-outreach.co.uk

# Nailing The Purpose



## Nailing The Purpose

What activities would be interesting and meaningful for participants?	
So, what will you need to believe to achieve the purpose?	
What will others need to believe to want to work towards achieving the purpose?	
Who really cares enough to make it happen?	
What resources do you have – will you need?	
What expertise exists already to achieve the results?	
So how far can we measure the effectiveness of the plan? What would we need to evaluate it by?	
What are the first 3 steps we would need to take to get started?	1 2 3
What would happen if we did nothing?	
So, in one sentence- what is the purpose?	

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