

### WHAT IS A PROGRAM?

**Noun:** a set of related measures or activities with a particular long-term aim

**Verb:** arrange according to a plan or schedule



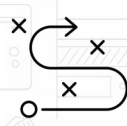
Design Thinking



Project Management



Measurement & Evaluation



Marketing



Communications



Creative

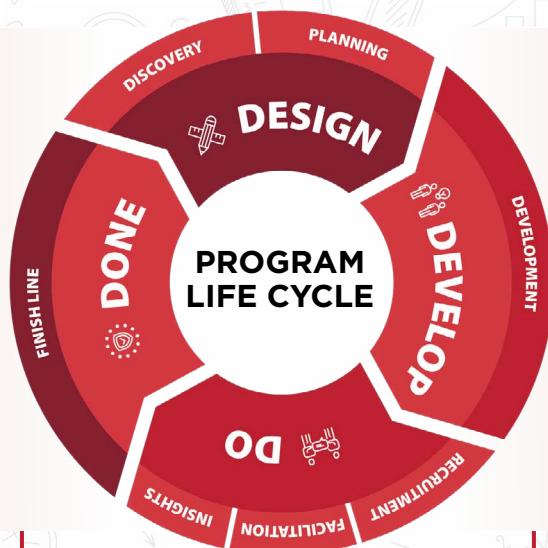


Instructional Design

### WHY LIFE CYCLE?

- Begins with the end in mind
- Establishes who the program is for
- Gives structure to interactions
- Delivers on objectives
- Measures effectiveness and impact

Life cycle is NOT the same as Timeline!



*“When you get to the top of Mt. Everest, you’re only halfway there.”*



#### DISCOVERY

Why do you need a program?

- 1 Problem to Solve
- 2 Audience
- 3 Objectives
- 4 Scope and Scale
- 5 Think, Do, Feel
- 6 The Success Story



#### FACILITATION

Where the rubber meets the road—implementation!

- Orientation and Kickoff
- Start Broad and Go Deep
- Communicate!
- Develop and Grow a “Voice” for the Program
- Provide Engaging and Meaningful Activities
- Learn from Perceptions, Don’t Correct Them
- Be Open to Surprises
- Good to Begin Well, Better to End Well



#### INSIGHTS

Plan from beginning to—

- Prepare for internal and external reporting post-program
- Analyze impact and value from day 1
- Gauge participants’ experience, change, and satisfaction
- Keep record of a standard that future programs can work against
- Create a final report summarizing and presenting insights

