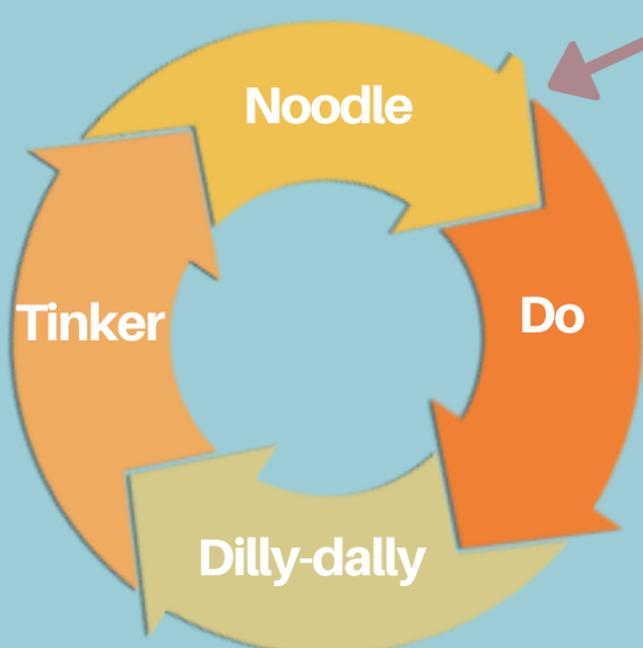


Planning for Creative Projects

Tinker-Noodle-Do



Use this creative thinking technique to develop your plan

Take time alone to **noodle** on your plan. Generate a lot of ideas. Ponder each one.

It's time to create and take action. Start a first draft. **Do**. Make. Write. Draw.

Step away for a bit and wander around. Look at art. Exercise. Slow down. Slow down more. **Dilly-dally** in nature. Listen to music.¹

Tinker with the details. Elaborate. Tweak. Ask for feedback.²

Concentric Circles of Creative Collaboration

Start here with the team leader and 2-3 key team members. Create a thoughtful, researched plan that is 60% baked.

Move outward and share the plan with the full team. Next, share with close stakeholders. The final concentric circle is the external audience, who will see a plan that is 90% done.

Prior to planning sessions, share the draft and allow time to **Tinker-Noodle-Do**. Expect participants to ask probing questions, poke holes in the plan, share new insights and present relevant research or data.

Rethink Your Planning Process

Try this:

Instead of this:

Use the planning process to create content you can repurpose in marketing, white papers, graphics, annual reports, website content or fundraising.

Single-use plan

Provide time to think deeply. This generates richer ideas and allows everyone to participate.

Group brainstorming³

Invite participants who are invested and interested in the project.

Worry about buy-in

Use a project manager to stay with the project and steer the team through the plan.

A one time facilitator

Rely on informed staff and subject matter experts. Use research- and data-based decision making.

SWOT analysis and sticky pads⁴



@thecainagency

www.thecainagency.com

1.Smith, S. M. "Incubation". In M. A. Runco; S. R. Pritzker. Encyclopedia of Creativity
2.Torrance, P., Torrance. Framework for Creative Thinking
3.Michael Diehl; Wolfgang Stroebe "Productivity Loss in Brainstorming Groups"
4.Hill, T. & R. Westbrook "SWOT Analysis: It's Time for a Product Recall"