

Refine Your Idea

Instructions: Now that you've expanded on your big idea, take some time to refine it into a concept. Summarize the idea in a sentence. State the objective of the concept - what are the goals you hope to achieve? Then, develop the concept further. Synthesize what you generated when you were expanding on your initial idea. Finally, brainstorm indicators that will demonstrate if the idea is working.

REFINE YOUR IDEA

PROJECT PLANNING

PROJECT PLANNING TIMELINE

1 CONCEPT TITLE

2 CONCEPT HEADLINE

3 CONCEPT DESCRIPTION

Is your concept a series of small interventions, a larger programmatic idea or a broader cultural shift?

4 OBJECTIVES

What behavior changes do you hope your concept will create?

5 IMPLEMENTATION

Events

Roles

Rituals

Time

Space

Policy

Communication

Objects/Artifacts

6 INDICATORS

How will you know if your concept is working?