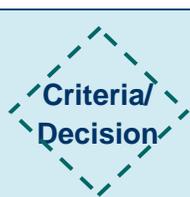


Developed by Dr. Kristin D. Charles, KD Charles Business Consulting, www.kdcharles.com

 Divergent Phase	Creative Planning Process	Convergent Phase 
<p>How does my internal/external customer want this event to <u>feel, sound, and look</u>? Pace? Theme? Climate? What <u>adjectives</u> does the customer use to describe what they envision?</p>		<p>Summarize internal/external customer desires. Report it back to customer. Ensure agreement.</p>
<p>What VALUE will participants take away from the event? What will we produce? How can we <u>measure</u> success? Who are the stakeholders who will evaluate success?</p>		<p>Summarize objectives "By the end of this ____, participants will (have or be able to)." Ask stakeholders how they will decide if event was successful.</p>
<p>What factors in the <u>external</u> environment will affect success? P.E.S.T. Analysis: Political? Economic? Social? Technological? What <u>organizational</u> issues will affect this event? S.W.O.T. Analysis: Strengths? Weaknesses? Opportunities? Threats?</p>		<p>Summarize the 2-3 most salient environmental factors that will affect planning. Summarize the 2-3 most salient organizational issues that will affect planning.</p>
<p><u>How</u> many ideas can we generate for scheduling, media, breaks, print materials, food, theme, a.v., etc.? The <u>more ideas</u>, the better. Quantity is king! Use brain writing, reframing, metaphorical thinking, or any other brainstorming tools.</p>		<p>This phase is divergent in nature. Don't rule out ANY ideas in this phase! Remember, the most outrageous, unrealistic ideas may spark your most ingenious, usable ideas.</p>
<p>What <u>boundaries</u> will affect which ideas we choose? What are the <u>criteria</u> by which we weigh our alternatives?</p>		<p>Based on your situation analysis, summarize the criteria that any idea choice must meet. Choose ideas from your brainstorming list that meet those criteria.</p>
<p><u>Who</u> is best equipped to implement <u>what</u> ideas? <u>When</u> are reasonable deadlines? <u>Who</u> should give final approval?</p>		<p>Assign tasks. Set deadlines. Get approval.</p>
<p>Who are our <u>stakeholders</u>? <u>How</u> will we get their feedback? <u>When</u>? How will we <u>use</u> the feedback? Did we meet our <u>measurable objectives</u>?</p>		<p>Plan for feedback before the event. Decide on channel, time, place. Decide when feedback will be analyzed and by whom. Take measure of your objectives.</p>