

# Prepare Your Project to Launch

**An initiative is a goal that you decide to give extra time and attention to for a defined period of time.**

**Start an initiative when your standard operating procedures for working toward the goal are not getting the results you want.** You are either not working on it or not making fast enough progress. You need a concerted push to get momentum.

**Expect inner turmoil:** It will disrupt your routine, push your emotional buttons, and challenge your armchair commitment. Hence, have only one at a time.

## How to Define an Initiative

**Step 1: Identify a single initiative** by prioritizing your current goals and clarifying why they are important to you.

- A) Make a project list: List the top 5–7 projects that will need scheduling in the coming two months. These are your current goals.
- B) Which ones will be disruptive? Reduce/eliminate those to one initiative.
- C) Make explicit the deeply meaningful reasons for undertaking your initiative and express them as values you are after.

**Step 2: Figure out when you will devote time to your initiative** and how you will manage work toward other goals to make that time available.

- A) Decide on a time budget for your initiative.
- B) Figure out whether you need to make a shift in your scheduling infrastructure to support the initiative.
- C) Decide when you will do the work—your daily/weekly routine for it.

**Step 3: Identify a key result (2-week goal) and objective (4-week goal)** that would dramatically increase momentum and/or get a meaningful result.

- A) Identify an effective 2-week key result and 4-week objective after considering three different plans.
  - Plan by estimating work based on hours you will put in
  - Plan by analyzing the goal into subgoals
  - Plan to evolve to your long-range result through intermediate versions
- B) Summarize your initiative on a motivating one-page summary sheet.
  - One-line description
  - Positive vision for the future
  - 2-week key result & 4-week objective
  - Plan including weekly focus time