

# Project Planning Guide



## THE SNIPER MIND

Eliminate Fear, Reduce Uncertainty and Finish Projects Faster

## How to start

You need to get something done and don't know just how to start?

You've come to the right place. Successful project planning requires two things:

- **A Goal.** An articulation of the goal makes everything real. It enables us to assess feasibility and start thinking about the resources required to make it happen. A goal gives us the means to understand the reason; the “why” something is done.
- **Tasks.** Every goal has a number of steps required to reach it. Each step is guided by tasks. Tasks tell us what needs to be done, when and by whom. Tasks guide the allocation of resources. They determine temporal sequence and create a chain of accountability.

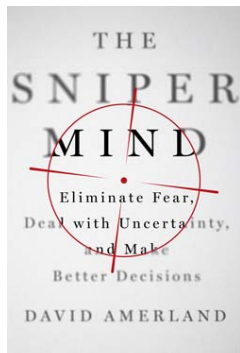
In the following pages you will be taken through each stage and will have the opportunity to input the information you need in order to get your project off its starting blocks and bring it to completion.

## What You Need

If you have goals to accomplish start with the most important one. Prioritize in terms of sensitivity to your business. Begin by assessing which one is going to have the most important, direct impact. Start from there.

You will also need:

- A **budget planner.** Every project requires resources. Even when people's time is “free” it's not unlimited. You need to factor this in. There is a basic budget planner included at the end of this planner, for you.
- A **people planner.** If you're not the sole person involved in your project you will need to plan who is coming in and what skills they bring. It's good discipline to do this even if it's just you as it helps you objectively assess your own strengths and weaknesses. There is a people planner included at the end of this planner, for you.



### **The sniper mind**

Available from Amazon and any good book shop

# Notes

## Start from the end

State the end. You need to clearly articulate the end result of your project: “Increase customer retention by 10% per month”, “Achieve an increase in content productivity of 15% per week.” Etc.

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*Clearly articulate the outcome you want to achieve.*

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## Goal & outcome

**What are the steps that will deliver the outcome?**

## Overview of Project (break it down into three stages)

### Stage 1



### Stage 2



### Stage 3



## Getting Started

### What to Include?

Include all the resources you think are required to help complete each task involved in each stage of your project.

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*Tasks require time and effort. Make each one small enough to be doable but discrete enough to be autonomous so that it helps move the project forward.*

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### List every task in detail

Now's the time to list everything that needs to be done, sequentially.

You will also need to add a start and finish date and who is going to do it.

Task:

Start Date:

Finish Date:

Resources:

Person responsible:

Expected Task outcome:

Notes:

Task:



Start Date:

Finish Date:

Resources:

Person responsible:

Expected Task outcome:

Task:

Start Date:

Finish Date:

Resources:

Person responsible:

Expected Task outcome:

Task:



Start Date:

Finish Date:

Resources:

Person responsible:

Expected Task outcome:

Task:

Start Date:

Finish Date:

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Person responsible:

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Resources:

Person responsible:

Expected Task outcome:

Task:

Start Date:

Finish Date:

Resources:

Person responsible:

Expected Task outcome:

Task:



Start Date:

Finish Date:

Resources:

Person responsible:

Expected Task outcome:

Task:

Start Date:

Finish Date:

Resources:

Person responsible:

Expected Task outcome:

## Don't Forget your Mission

### Detail here how this goal fits in with the overall mission of your business



Eg: “We help educate our customers on the best way to care for their vehicles”, “We help parents understand how education is changing for their kids”, etc.



*Everything you do should  
move things forward for you.*

# Project Budget Planner

Total project budget:

Budget allocation per project stage:

Budget allocation per item:

Unexpected Costs:

Total Project Cost:<sup>1</sup>

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<sup>1</sup> If the project is something you're going to do on your own and your time is "free" you should still cost it by estimating an hourly value for your time.

# Project People Planner

Number of people the project requires:

Names, positions and skillsets:

Number of hours per each person, project requires:

# Notes