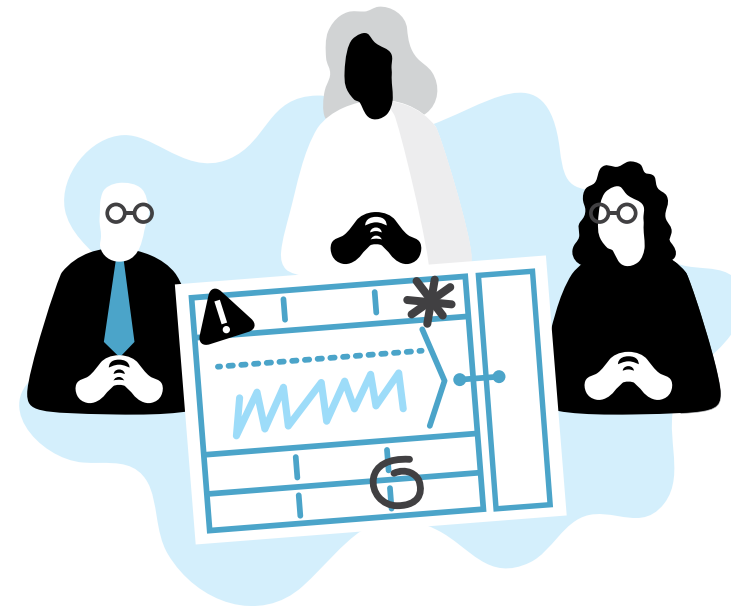


## IM.2

# Present the project plan to the Senior Management Team

### *Complex activity*

The aim of this activity is to present the project plan to the Senior Management Team and respond to any feedback before proceeding with the first project for eco-innovation.



### INPUT

- Scope and prioritised requirements for the first project for eco-innovation, from the activity *BR.3 Define and prioritise the requirements of the first project*.
- A detailed plan for the first project for eco-innovation, from the activity *IM.1 Create a project plan*.

### OUTPUT

- Approval from the Senior Management Team for the project plan. This output is not used elsewhere but may be necessary to allow you to proceed with the first project for eco-innovation.

## IM.2 Present the project plan to the Senior Management Team

Depending on the company, it may be necessary at this stage to present the project plan in order to gain Senior Management Team approval to proceed or to obtain resources (internal or external). During the *BUILD ROADMAP* phase, the Senior Management Team will have agreed in principle to proceed with the project. The aim of this presentation therefore is not to convince the Senior Management Team of the potential business benefits of the first project for eco-innovation but to convince them that a realistic plan is in place that will deliver the business benefits that have been promised. This presentation will draw heavily on the content project plan and the previous preparatory work. Guidance on what to include in the presentation is provided in the box below.

### HOW TO GO ABOUT IT

Suggested topics to include in the presentation of the project plan to Senior Management:

- **Aims and objectives of the project** – in particular, has anything changed since the *BUILD ROADMAP* phase?
- **Deliverables and timescales** – if the deliverable is a new product (or prototype) you may want to create a one-page marketing flyer that describes the features and benefits of the product to help the Senior Management Team understand what the product is and how it would be marketed to the user.
- **Key activities** – what needs to be done to successfully complete the project?
- **Key risks** – what could go wrong and what are you doing to mitigate those risks. The Risk Register created during the SET *BUSINESS MODEL* phase should be revisited and updated for this purpose.

### Template of Project Pitch



## IM.2 Present the project plan to the Senior Management Team

- **Resources and management** – what resources are required and how will the project be managed.
- **Next steps** – if the project is approved what will be the first actions taken.

The output of the meeting is likely to be one of the following decisions:

- **Agree to proceed** – Well done! Proceed with the activities outlined in the ‘next steps’ section of the presentation.
- **Request for more information** – if there are unanswered queries following the presentation you may be required to go back to some of the earlier steps to fill in missing details or identify evidence in support of key assumptions. It is important to agree a timescale for the next review in order to avoid the project stalling.
- **Pause** – there may be many reasons why the company might not feel ready to proceed with the project. Try to determine exactly what it is about their current situation that is making them reluctant to proceed. Try to identify ways that you can help the company to get to a position where they would be ready to begin the project.
- **Abandon** – at this stage it is unlikely the company will abandon eco-innovation entirely but it may be that another idea is now preferred. Try to investigate what has caused this change of preference before deciding how to proceed.

# Project pitch

Project \_\_\_\_\_

Date \_\_\_\_\_

Version \_\_\_\_\_

**Aims and objectives**

**Next steps**

**Key activities and timescales**

**Deliverables**

**Resources and management**

**Key risks**

Adapted from Project Canvas <http://www.projectcanvas.dk/> Used during activities

**IM.2**

## IM.2 Present the project plan to the Senior Management Team

### LEARNING CASE STUDY OF PROJECT PITCH

#### Aims and objectives

*Reduce fish loss in the factory per tonne of fish processed by 25%  
Budget of \$10,000 and 12 months duration*

#### Key activities and timescales

*Month 3*

*Identify major sources of losses*

- Capture baseline data
- Perform mass balance at input and output of each process step to identify major sources of losses
- Generate loss reduction ideas for top three sources of losses
- Select solutions to implement and update project plan

*Months 3-11*

*Complete sub-projects*

- Agree budget for each sub-project
- Implement sub-projects

*Month 12*

*Review results*

- Perform mass balance at input and output of each process step
- Compare with baseline data

#### Deliverables

- Baseline data
- Report summarising sub-projects completed and results
- Budget use report

#### Next steps

*Agreed to proceed based on following changes to project plan:*

- Options for how to valorise non-recoverable waste to be explored
- Any equipment purchase over \$1,000 to be approved by CEO working practices. Mitigation action: Meeting with Production Operatives to

#### Resources and management

- Four member project team
- Led by Production Manager – reporting to CEO
- Daily project team meetings, weekly updates to CEO
- Project status poster on staff noticeboard – weekly updates

#### Key risks

- Staff will not agree to changes in working practices. Mitigation action: Meeting with Production Operatives to explain results of loss analysis and explain objectives of project
- Use of sub-standard product to reduce waste. Mitigation action: Involvement of quality control staff within project team