

10 steps to make your own C2C project

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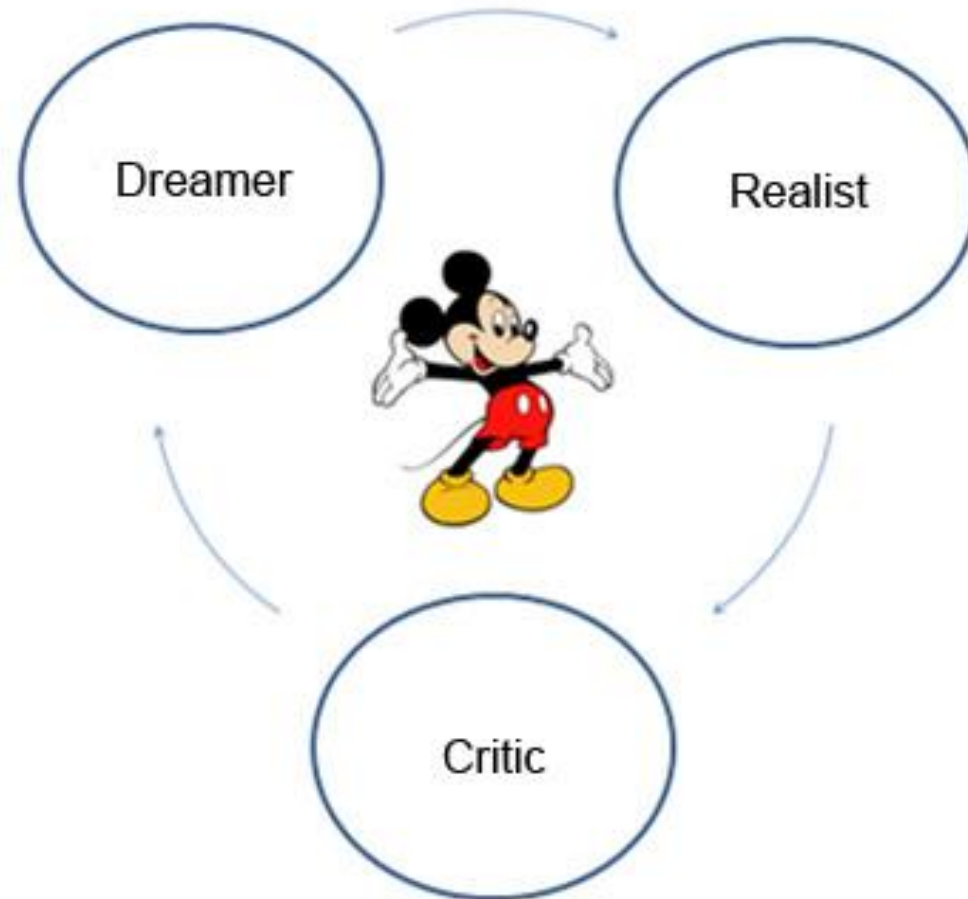
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The Walt Disney Strategy

- The Circle



Step 1: Dream your dream (Dreamer)

- Who am I?
- What effects me?
- For what cause can you wake me up in the middle of the night?
- List of 10 things I like/hate to do

Step 2: Cherish your English teacher (Realist)

- Advance when you are/your region is international orientated

Step 3: Know what you want (Realist)

- Get involved
- Books, video's, presentations, excursions
- Social media, discussion platforms

Step 4: Find a friend (Dreamer)

- A team can do more than one person
- You never walk alone!

Step 5: Brainstorm (Dreamer)

- Brainstorm with your friends
- All kinds of brainstorm techniques/creativity methods

Step 6: Lobby an influential person (Critic)

- Find out who is in charge, find influential people
- Give a short presentation of your plans and ideas
- Ask for feedback

Step 7: Find facts (Realist)

- Correct the problem
- Research the supply and demand

Step 8: Start your project (Realist)

- Build a team (like De Bono with different roles)
- Choose a project manager, someone with leadership skills
- Set clear and SMART goals
- Create work packages, go/no-go moments, time scale
- Budget
- Report and presentation



Step 9: Present to the influential person(s) (Critic)

- Give a (sales) presentation
- Present your report with conclusions and recommendations
- Ask for permission to proceed, for a go/no-go

Step 10: Go for impact (Realist)

- Look for (free) publicity in the media
- Use the social media (Facebook, Twitter)
- Public Relations (Be good and tell it)
- Impact and dissemination

More information

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