

Project Plan for “Joon Lee’s Launch to a Full-Time Creative Career”

Based on the Logical Framework Approach to Strategic Project Management

	Objectives	Measures	Verification	Assumptions
↻	Goal			
↻	Purpose			
↻	Outcomes			
	Inputs			

The “LogFrame,” a strategic and project planning and action tool, helps leaders and teams design sound projects by systematically answering the *Four Critical Strategic Questions*:

- 1. What are we trying to accomplish and why?
- 2. How will we measure success?
- 3. What other conditions must exist?
- 4. How do we get there?

Adapted from: *Strategic Project Management Made Simple: Practical Tools for Leaders and Teams*

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The answers to these questions are embedded in the LogFrame cells, and the cells interact with each other in a dynamic fashion.

The LogFrame offers a flexible planning and execution framework that links project deliverables with strategic intent.

To learn more, review our 4-page Special Report “*Turn Strategy Into Action*,” free on our website.



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Introducing Joon Lee’s Launch to a Full-Time Creative Career

“There’s no business like show business.”
— Irvin Berling

Yes, it is true there is no business like show business. It’s an industry of unpredictability—where you can become a movie star overnight, and just as fast, a nobody the next day; or you can pull off a comeback hit after years of no publicity.

Joon Lee has been professionally acting since 2000; and has starred in numerous movies, television shows, and theatre productions. Joon first trained in the Meisner Technique, which is a method that emphasizes “moment-to-moment” spontaneity through communion with other actors to produce behavior that is truthful under imaginary circumstances. Joon is now utilizing the Sense Memory Technique to acting; and is under the tutelage of Sal Romeo, who coached Kelly McGillis *Top Gun*, Jason Scott Lee *Dragon*, *The Jungle Book*. The Sense Memory Technique was espoused by Lee Strasberg through which actors access their own personal experiences in order to identify with and portray the emotional lives of their characters. In addition, Cary Tagawa *Mortal Combat*, *Pearl Harbor* has taught Joon the art and practice of The Chun Shin way of acting which means “to be centered in the heart and mind”. This technique relies on trusting the subconscious mind to form the development of the character and mapping out the energy levels within the script.

So, the critical question here is: How does an emerging, young, talented actor like Joon make his decade-long dream of succeeding full-time in this thrilling business that is unlike any other?

The answer is grounded in using the flexibility of the Logical Framework (“LogFrame”) that can both accommodate the constant change and uncertainty of the entertainment industry itself as the context within which Joon’s customized strategic plan links his big picture dream with the details and disciplines to succeed based upon verification established by specifically identified outcomes measures. In a short time after developing the strategic plan, it already began helping Joon become more intentional about developing the talent and skill set to get noticed by the right people in Hollywood—high-powered producers, directors, executives, casting directors and writers—at the right time. His latest and current credits include: *My Name is Earl*, *Blizhny Boy: The Final Fight*, and he is currently filming a pilot called *Echo 3*.

Talented, versatile, and passionate, Joon currently works full-time at UCLA Extension and is motivated to take it to the next level of being fully employed as a working actor and director. Watch out for this sexy, high-octane actor coming to a theatre near you!

Logical Framework for *“Joon Lee’s Launch to a Full-Time Creative Career”*

Then

 If

Objectives <small>Logical hierarchy of If-then Assumptions</small>	Success Measures <small>Conditions when Objectives are achieved</small>	How to Verify <small>Source of evidence to verify Measures</small>	Assumptions <small>Additional factors necessary for success</small>
<p>Super Goal:</p> <p>I progressively reach my creative and spiritual potential as I simultaneously create a legacy of inspirational and transformational materials that will continue to inspire</p>	<ol style="list-style-type: none"> 1. Number and types of awards 2. Number and types of materials 3. Google search ratings 4. Growth of Fan Club 5. Increased “reach”—(# of people exposed to Joon Lee’s work). 	<ol style="list-style-type: none"> 1. Awards displayed. 2. Collection of materials. 3. Google reports. 4. Database of Fan Club 	<ol style="list-style-type: none"> 1. The quality of my work across different roles and mediums is consistently high enough to merit earning industry awards and public support.
<p>Goal:</p> <p>Get launched working full-time in creative roles—acting and producing—to develop quality inspirational and transformational types of video/media.</p>	<p>Measures of Goal Achievement:</p> <ol style="list-style-type: none"> 1. Increased number of quality, inspiring/transformational creative projects I do (both short-term and long-term) from ___ in 2008 to ___ in 2009. 2. Generate sufficient income to do the creative work full-time. 	<ol style="list-style-type: none"> 1. Portfolio of present creative roles. 2. Bank statement and Income/Expense Reports (both personal and professional). 	<p>Assumptions to reach Goal:</p> <ol style="list-style-type: none"> 1.1 There is a market who will pay for the type of creative work I do. 1.2 I am able to perform at my best, which is the quality level necessary to secure top roles. 2 I negotiate the true value of my worth; and manage my money well.

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<p>Purpose:</p> <p>Increase visibility and exposure to secure quality projects which lead to consistent full-time work.</p>	<p>Purpose Measures:</p> <ol style="list-style-type: none"> 1. Experts in the field become aware of my work. 2. I have a growing fan base. 3. My work inspires others to positively and progressively transform their personal and professional lives as well as impact others within their sphere. 	<ol style="list-style-type: none"> 1.1 Strategically growing and utilizing database as I meet key experts in the industry through networking. 1.2 Recognition for my creative contributions through professional networks. 2. Number of website hits, Facebook friends/interactions, etc. 3. Personal letters and testimonials. 	<p>Assumptions to achieve Purpose:</p> <ol style="list-style-type: none"> 1.1 I meet the right people to create more consistent opportunities. 1.2 My creative work is distinctive enough to give me an edge in the industry. 2 I establish and maintain a fan-base of people who want to be inspired. 3.1 I continue to deliver inspiring creative material. 3.2 My work initiates the drive and impact for people to change their lives and the lives of others.

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<p>Then</p> <p>Outcomes:</p> <p>1. Progressively increase my creative skill set.</p> <p>If</p> <p>2. Do more auditions, readings and related events.</p>	<p>Outcomes Measures:</p> <p>1. Improve skills that are critical in each area for various creative roles as an actor and producer.</p> <p>2. Increase the number of “exposure” events from average of 5 monthly to 10 monthly.</p>	<p>1.1 Practice log.</p> <p>1.2 Professional lessons notes/log.</p> <p>1.3 Feedback from self/others through others I work with on creative projects, feedback from professional lessons, etc.</p> <p>2.1 Calendar/journal review.</p> <p>2.2 From these events, investigate the players of the industry, what they do, compile and collect data from networking in these events. Research!</p>	<p>Assumptions to achieve Outcomes:</p> <p>1. I can always improve and will find the techniques and time to practice.</p> <p>2.1 I continue to be inspired in my own life which transfers to my creative work.</p> <p>2.2 By doing more readings, I will increase my confidence and the likelihood of getting more consistent work.</p>
<p>Then</p> <p>3. Stay in peak physical condition.</p> <p>If</p> <p>4. Progressively inspire and transform myself while remaining informed, empowered, balanced and centered.</p>	<p>3. Do daily activities (golfing, swimming, biking, running, dancing, etc.) that build strength, flexibility, endurance, and good health.</p> <p>4.1 Increased ability to “be present in the moment” spiritually, mentally and physically.</p> <p>4.2 Stay informed about industry.</p>	<p>3. Log time doing various physical activities.</p> <p>4.1 Personal Journal.</p> <p>4.2 Read relevant books.</p>	<p>3.1 I continue to find roles that match my physical and acting/producing style.</p> <p>3.2 I continue to improve my physique, stamina, mental strength. I feel healthy, in tune with any environment, more awareness, little or no anxiety.</p> <p>4. Being present and empowered will increase readiness and confidence; and decrease performance anxiety.</p>

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<p>Outcomes:</p> <p>5. Online and offline presence developed and leveraged.</p> <p>6. Use administrative business systems to manage the business aspects of my work.</p> <p>7. Create a professional portfolio and image that reflects the type of work I am seeking so I can confidently project who I am in order to get acting and producing roles.</p>	<p>Outcomes Measures:</p> <p>5.1 Website operational by 9/2009</p> <p>5.2 Have growing presence in social media where my fans and I interact; and are informed about my work. Facebook fans increase from 250 (since 6/25/09) fans to 500 fans by 8/25/09.</p> <p>5.3 Increase traditional media coverage from 0 to 1 a month by 1/10.</p> <p>6. Calendar; work flow; files; contact management; bank account; etc.</p> <p>7.1 Unified image that reflects my interest in inspiring and transformational work, yet demonstrates my versatility.</p> <p>7.2 Upgrade media package—photos, business cards, brochures, website, Facebook, work samples, etc.</p> <p>7.3 Identify the companies, networks, etc. who offer acting and producing opportunities for the type of work I want.</p> <p>7.4 Hire a quality agent who will help consistently market my talent.</p>	<p>5.1 Website created and operating.</p> <p>5.2 Weekly review of online hits; and online commentary.</p> <p>5.3 Clippings/Clips from traditional media advertisements, reviews and coverage.</p> <p>6. Weekly review of usage: calendar indicating events/tasks; file info; bank statement activity; etc.</p> <p>7.1 Identify my Unique Selling Proposition (what is unique about Joon Lee).</p> <p>7.2 Hire media consultant to create professional media package that leverages my past and current work.</p> <p>7.3 List of companies, networks, etc.</p> <p>7.4a - Quality agent hired.</p> <p>7.4b - # of media packages sent out; # of contacts; calendar of events; # of short-term and long-term projects; increasing portfolio.</p>	<p>Assumptions to achieve Outcomes:</p> <p>5.1 I continue to be connected to my core fans that feel the inspirational and motivational work through online via facebook and my website.</p> <p>5.2 Other people—industry professions and fans—continue to enjoy my work.</p> <p>6. I do not let the mundane work or uncertainty (at times) related to being full-time in the industry overcome my creative abilities.</p> <p>7.1 I can create an image that is unified, yet diversified.</p> <p>7.2 The media quality captures the essence of my work.</p> <p>7.3 I identify the right companies, networks, etc. who would be interested.</p> <p>7.4 I find the right quality agent who shares the same vision as I do; and actively markets my work.</p>

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<p>Outcomes:</p> <p>8. Gradually increase income from creative career until am financially self-sustaining.</p>	<p>Outcomes Measures:</p> <p>8.1 Ability to leave regular day-job; and sustain myself financially as well as payoff debts and increase savings.</p> <p>8.2 Progressively increase income while keeping personal and business expenses low (yet investing in business wisely).</p>	<p>8. 1 Bank account; Income and Expense Reports (personal and professional); Profit and Loss Statements.</p>	<p>Assumptions to achieve Outcomes:</p> <p>8. I can attain a balance of short-term and long-term work to create the stability needed.</p>

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If

INPUTS: How team will produce Outcomes			Schedule (in days, weeks, months)	Assumptions for Activities
ACTIVITIES	WHO	BUDGET		
1. Progressively increase my creative skill set as an actor and producer.				
Acting Classes with Sal Romeo	Sal/ Joon			
Acting Classes with Cary Tagawa	Cary/Joon			
Acting classes with Sal Romeo	Sal Romeo/ Joon	Money (\$200/mo.)	Beginning 8/3/09 - Mondays from 7:30pm to 10:30pm.	I will become a stronger actor who is grounded and ready for anything.
Select and practice 5 monologues that express 5 different emotions/ characters.	Joon	Mono- logues	Beginning 8/2/09 – Practice 1 per month on a daily basis.	The monologues will allow me to demonstrate my acting versatility.
Voice/Diction: repeat tongue twisters	Joon	Tongue Twisters	Practice 15 – 30 minutes per day.	Voice training and articulation can only help me as actor and transition.
Demo Voice-Over CD – Find material to read for a professional recording sample of my voice-over work.	Joon/ Daniel Ahn	Ahn’s Studio/ Material to Read	Beginning 7/13/09 – Practice 15-30 minutes daily. Record professional sample by 9/1/09.	The recording quality clearly reflects my voice quality.
2. Do more auditions, readings and related events.				
3. Stay in peak physical condition				

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INPUTS: How team will produce Outcomes			Schedule (in days, weeks, months)	Assumptions for Activities
ACTIVITIES	WHO	BUDGET		
4. Progressively inspire and transform myself while remaining informed, empowered, Stay informed of latest trends and news in the business.				
5. Online and offline presence developed and leveraged.				
6. Use administrative business systems to manage the business aspects of my work.				
Define my personal financial needs and goals. Define my professional financial needs and goals. Invest in my business with time/ money/resources. Establish and maintain ongoing systems (both on paper and online)				

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INPUTS: How team will produce Outcomes			Schedule (in days, weeks, months)	Assumptions for Activities
ACTIVITIES	WHO	BUDGET		
7. Create a professional portfolio and image that reflects the type of work I am seeking so I can confidently project who I am in				
8. Progressively increase income from creative career until am financially self-sustaining.				

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