





Logical Framework Project Example: *Strategic Project Management Workshop Design*

Logical Frameworks for Strategic Management

The “LogFrame” is a practical management system that helps to plan and execute programs, projects, and strategic initiatives. Based on *If-Then* logic, the 4x4 LogFrame matrix aligns project Objectives into a measurable and testable strategic hypothesis.

The LogFrame helps teams answer these 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?

The answers to these questions populate the cells of the interactive LogFrame matrix with critical information. LogFrames offer stakeholders a common language to communicate productively, formulate effective solutions, and collaborate across boundaries. Proven in multiple settings, the approach readily scales and adapts to efforts of all types.

To learn more, please review our 4-page Special Report “Turn Strategy Into Action” free on our website; and see Terry Schmidt’s book *Strategic Project Management Made Simple: Practical Tool for Leaders and Teams* (Wiley, 2009).

Objectives	Success Measures	Verification	Assumptions
Goal			
Purpose			
Outcomes			
Inputs			



Introduction to the Project

Can a strategy workshop be considered to be a project? Absolutely. Workshops include all the elements of any project, including specific Objectives, defined timeframe, limited resources, a new cast of players, risk, etc.

The Logical Framework which follows captures the essence of a workshop, including specific learning objectives (Outcomes), reason for doing the workshop (Purpose), and the operational benefit expected (Goal). After these three levels of Objectives are in place, attention can be placed on the Input learning activities.

Note that the measures clearly describe the Objectives, and the Assumptions describe risk factors at each level in the hierarchy.

Logical Framework for *Strategic Project Management Workshop Design*

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>Then</p> <p>Goal: Deliver project successfully.</p> 	<p>Measures of Goal Achievement:</p> <ol style="list-style-type: none"> 1. Key project objectives reached on time, within budget, and at required performance level. 2. Fewer problems due to ineffective planning or road blocks that could have been 	<ol style="list-style-type: none"> 1. Schedule and financial records. 2. Project logs. 	<p>Assumptions to reach Goal:</p> <ol style="list-style-type: none"> 1. Concepts are relevant; they work in practice and add high value. 2. Organization and its environment are reasonably stable.
<p>If</p> <p>Purpose: Participants apply what they learned following workshop.</p> 	<p>Purpose Measures:</p> <ol style="list-style-type: none"> 1. Within six weeks after training, 60% of participants have: <ul style="list-style-type: none"> • completed project designs they began during workshop • shared learning highlights with boss and team • explained selected course concepts to others • prepares a LogFrame for additional projects • schedule in-house training or project launch workshop • adapted selected concepts/tools to enrich their current approach. 2. After six months, all participants' role in project have clear Objectives, Measures, Assumptions: All key stakeholders involved & all participants are using team process. 	<ol style="list-style-type: none"> 1. Follow-up survey. 2. Evaluation 	<p>Assumptions to achieve Purpose:</p> <ol style="list-style-type: none"> 1. Participants have opportunity to apply concepts (Nature of job is suitable). 2. Participants' boss and organization's environment support & encourage application of concepts. 3. Participants can remember materials enough to apply them.
<p>If</p> <p>Outcomes: Participants learn key concepts and tools during workshop.</p>	<p>Measures of Outcomes:</p> <ol style="list-style-type: none"> 1.1 At workshop end, > 90% of participants can correctly: <ul style="list-style-type: none"> • identify & apply 4 key questions • identify LogFrame terms, set QQT measures • construct logical If-Then hierarchies • identify & evaluate Assumptions 1.2 All teams develop an acceptable LogFrame for a case study in class within two hours. 	<ol style="list-style-type: none"> 1.1 In-class exercises, formal tests. 1.2 LogFrame quality checklist. 	<p>To Produce Outcomes:</p> <ol style="list-style-type: none"> 1. Participants want to attend, are motivated and open to learning. 2. Needs of group can be met within course design. 3. Amount of time is adequate to cover topics. 4. Instructor is effective with this group.

