





Logical Framework Project Example: *Refocusing My Career*

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:

Objectives	Success Measures	Verification	Assumptions
Goal			
Purpose			
Outcomes			
Inputs			

-  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 interactive cells of the 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).

Introduction to the Project

With today’s rapid changing business environment, it is easy for your career to get out of focus. The LogFrame can help you reframe and refocus what you want to achieve, whether you are currently employed or not.

As with any project, begin by clarifying the Goal, then identify Purpose and Outcome level Objectives which support the Goal. In this example, Dan Edds’ Goal is to “Enjoy a prosperous career of contribution and satisfaction.” His Goal-level success measures define his standards for “prosperous,” “contribution,” and “satisfaction.” The more specific your measures are, the clearer your Objectives become, and the more likely you are to achieve what it is you want.

His Purpose, to “Find full-time consulting work in strategy that integrates and aligns with his personal mission statement” can be accomplished by completing five Outcomes.

By fleshing out the Success Measures and their Verifications, Dan can measure his progress in achieving those Objectives. As with any plan, Assumptions need to be identified in order to be tested and managed.

In this volatile market, there’s still a lot of opportunity! The key is to start with your cherished Goals and see what needs to happen to make them happen. Before you act (be like Dan): Think and Plan.

Logical Framework Project Plan: Refocusing My Career

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>Goal:</p> <p>Enjoy a prosperous career of contribution and satisfaction.</p>	<p>Goal Measures:</p> <ol style="list-style-type: none"> 1. I look forward to my work and feel I'm contributing to something important. 2. I receive recognition for my work. 3. I have prospered financially. 	<ol style="list-style-type: none"> 1. Record thoughts and feelings in a Work Reflections Journal. 2. Formal and informal feedback and recognition from others. 3. Bank statements and financial portfolio. 	<p>Assumptions to reach Goal:</p> <ol style="list-style-type: none"> 1. The area of my work that I highly enjoy will be lucrative enough for my standard of prosperity. 2. Others are mindful of giving formal and informal recognition.
<p>Purpose:</p> <p>Find full-time consulting work in strategy that integrates and aligns with my personal mission statement.</p>	<p>Purpose Measures:</p> <ol style="list-style-type: none"> 1. By ____, find employment with an existing regional, national or international firm providing strategy formation, analysis, execution, and operational structures to strategy success. 2. By ____, new work aligns with 75% of personal mission statement. 3. Work is "high purpose" as it focuses on "greater good" organizations, such as those in public sector, non-profit sector, or "green" medical-oriented organizations. 	<ol style="list-style-type: none"> 1. Contract signed. 2. Comparison chart of job description and personal mission statement. 3. Vision and Mission Statements of the organization. 	<p>Assumptions to achieve Purpose:</p> <ol style="list-style-type: none"> 1. There are regional, national, or international consulting firms that work in public, non-profit, or international development arena. 2. These types of organizations actually have the ability to financially compensate for this work. 3. The organization I decide to work for actually practices and fulfills on its stated Vision and Mission. 4. I'll get at least...

Then



If

Then



If

Logical Framework Project Plan: Refocusing My Career

Objectives Logical hierarchy of If-Then Assumptions	Success Measures Conditions when Objectives are achieved	How to Verify Source of evidence to verify Measures	Assumptions Additional factors necessary for success
<p>Outcomes:</p> <ol style="list-style-type: none"> 1. Skills that I have identified as needing to be upgraded are acquired. 2. My resume sharpened to reflect my capabilities. 3. My personal mission statement written. 4. Determined how much income I need to earn to pay expenses and establish economic prosperity that meets all my needs. 5. Interviews obtained with top regional, national or international consulting firms where I would enjoy working. 	<p>Outcomes Measures:</p> <ol style="list-style-type: none"> 1.1 Formal and informal assessment of skills required for the strategy consulting position to determine what skills I have and which I need. 1.2 Get the required training, such as in Strategic Project Management and Balanced Scorecard. 2. Resume includes up-to-date work history and capabilities. 3. Personal mission statement reflects my genuine vision and mission, matches my natural gifts, talents, abilities and skills. 4. Review my personal and professional financial needs and current status as well as goals with milestones. 5. By ____, interviewed with 15-20 consulting firms where I would enjoy working. 	<ol style="list-style-type: none"> 1.1 Assessment scores and informal documentation. 1.2 Course completion and certification (if applicable). 2. Resume. 3. Personal mission statement. 4. Financial records and goals. 5. Comparison chart of each consulting firm's Vision and Mission Statements with my personal mission statement. 	<p>Assumptions to produce Outcomes:</p> <ol style="list-style-type: none"> 1. It is possible to get interviews with firms. 2.1 The assessments accurately identify my skills. 2.2 Courses are available in a timely manner. 2.3 Courses are affordable. 3. My writing skills enable me to accurately capture in my resume and in my personal mission statement what my capabilities are and what is important to me. 4.1 My financial records are updated and accurate. 4.2 I am able to determine what "prosperity" looks like for me in order to truly seek and attain it.

Then

 If

Logical Framework Project Plan: Refocusing My Career

INPUTS: How I will produce Outcomes?			Schedule												Assumptions for Activities
ACTIVITIES	WHO DOES?	RESOURCES	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	
1. Acquired skills that I have identified as needing to be upgraded.															
a. Take assessments (informal and formal)															
b. Identify skills needed.															
c. Identify courses to take.															
d. Take courses and practice skills to maintain															
2. Sharpen my resume to reflect my capabilities.															
a. Review old resume.															
b. Identify what to include in new resume.															
c. Write updated resume.															
d. Print it on quality paper. them.															
3. Wrote my personal mission statement.															
a. Reflect about what is important to me.															
b. Find examples of quality personal mission statements.															
c. Write my personal mission statement.															

Logical Framework Project Plan: Refocusing My Career

INPUTS: How I will produce Outcomes?			Schedule												Assumptions for Activities
ACTIVITIES	WHO DOES?	RESOURCES	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	
4. Determined how much income I need to earn to pay expenses and establish economic prosperity.															
a. Review budgets (personal and professional).															
b. Identify the Lifestyle I want to have.															
c. Meet with Financial Planner to establish needs and goals.															
d. Seek job that will also provide my financial requirements.															
5. Interviews obtained with top firms that are potential regional, national or international consulting firms where I would enjoy working.															
a. Identify firms.															
b. Interviews arranged.															