





Logical Framework Project Example: *Stephanie's Consulting Company*

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

Many capable people who work in corporations dream of someday being a consultant in an area they are truly passionate about.

It's possible to make a smooth transition to being your own boss, if you have a solid strategy.

Here's one person's Logical Framework plan for owning a successful consulting company that provides adjunct services to unemployed or financially-challenged individuals, particularly in obtaining government-assisted healthcare. She has a three year time frame to prepare her business plan and be financially prepared to take the plunge.

If you have future entrepreneurial aspirations, begin making your dream happen by starting with a LogFrame strategic action plan.

Logical Framework Project Plan: *Stephanie's Consulting Company*

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>Own successful Consulting Company that provides adjunct services to unemployed or financially-challenged individuals, particularly in obtaining government-assisted healthcare.</p>	<p>Goal Measures:</p> <ol style="list-style-type: none"> By 9/2013, the Consulting Company is under operation according to a sound Business Plan. By 9/2014, the Consulting Company has assisted X underserved people in obtaining government-assisted healthcare. By 9/2014, the Consulting Company is financially sound, profitable, and able to sustain growth. 	<ol style="list-style-type: none"> 1.1 Business License 1.2 Business Plan 2.1 Client Records 3.1 Financial Reports 3.2 Bank Account(s) 3.3 Profit & Loss 3.4 Projections 	<p>Assumptions to reach Goal:</p> <ol style="list-style-type: none"> Government programs do not offer the same type of service for free or less than my fee. I stay abreast of current changes to government-assisted healthcare; and my company's model continues to fill the gap(s). Government-assisted healthcare will be quality care. This is not an already-tapped out niche – opportunities exist.
<p>Purpose:</p> <p>Transition from current Project Management job to owner of a Consulting Company.</p>	<p>Purpose Measures:</p> <ol style="list-style-type: none"> By 9/2013, quit current position. By 9/2013, hold "Grand Opening" to Consulting Company. By 1/2014, have initial clients/ sales of \$X. 	<ol style="list-style-type: none"> 1. Resignation Letter/Last Pay Stub 2. Grand Opening Event held 3. Client list 	<p>Assumptions to achieve Purpose:</p> <ol style="list-style-type: none"> I can put in some extra hours to build the business steadily and make a smooth transition out of the current job and into the business. It is feasible to generate an acceptable list of clients to serve (e.g. info available).

Then



If

Then



If

Logical Framework Project Plan: *Stephanie's Consulting Company*

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>Outcomes:</p> <ol style="list-style-type: none"> 1. Business Plan draft developed within 6 months. 2. Sufficient money savings saved X-months to quit job. 3. Marketing strategy & materials developed. 4. Initial and Marketing client list to support business model developed. 5. Roadmap built to obtain government-assisted healthcare for clients. 	<p>Outcomes Measures:</p> <ol style="list-style-type: none"> 1.1 By ____, Market Analysis is complete and I have a niche identified and described that matches my skills in tests. 1.2 Business Plan is complete by ____ and is comprehensive in addressing current and future anticipated needs. 2.1 By ____, \$X saved enough to cover personal and business expenses for Y months. 3.1 Marketing plan identifies the types of services I offer, target clients, and benefits by 1/2013. 3.2 Available in multiple formats – online, hard copy, etc. 4. By ____, have identified clients that can each generate \$X when using my services and am actively pursuing. 5. By ____, have roadmap of steps involved and network in place to support connecting clients with healthcare. 	<ol style="list-style-type: none"> 1.1 Market Analysis 1.2 Business Plan 2.1 Personal Budget 2.2 Business Budget 2.3 Savings Account 3.1 Research Report identifying target group 4.1 Client Database 4.2 Network List 4.3 Service List with Pricing 5. Roadmap of Steps Listed, including Network established. 	<p>Assumptions to produce Outcomes:</p> <ol style="list-style-type: none"> 1. Market Analysis shows there is a market need and profit margin. 2. Business Plan is flexible to accommodate significant changes in healthcare structure. 3. I can save enough money in three years on my current salary. 4. Grants are available to pay for part or all of my services for those who are already financially challenged. 5. My services are valuable enough that my clients consider it a priority to cover them.

Then



Logical Framework Project Plan:

Stephanie's Consulting Company

If

INPUTS: How I will produce Outcomes?		Schedule												Assumptions for Activities
TASKS	TASK OWNER	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
1. Develop a business plan draft within 6 months														
• Gather relevant data														
• Establish vision, mission, and targets														
• Write plan														
2. Save enough money to quit job														
• Develop tight budget that involves substantial savings														
• Implement budget														
3. Develop a marketing strategy														
• Sharpen my list of benefits														
• Identify target market(s)														
• Identify strategies for reaching target market														
4. Develop a client list sufficient to support business model														
• Identify potential clients to serve														
• Identify networks to associate with														
• Establish # of clients needed to support business at given prices														
5. Build roadmap to obtain government-assisted healthcare for client														
• Identify current government-assisted healthcare programs														
• Identify action steps to support clients in accessing those programs														