

# Logical Framework Project Example: “Becoming a Band of Rock Stars”





## Logical Frameworks for Strategic Management

The Logical Framework is a dynamic thinking matrix that applies smart management principles and common sense to formulate winning strategies. The simple logic can clearly and consistently communicate a unified strategy. Using the “LogFrame” simplifies the planning and accelerates execution of critical/complex projects

	Objectives	Success Measures	Verification	Assumptions
Goal				
Purpose				
Outcomes				
Inputs				

### The Four Critical Strategic Questions

The LogFrame helps teams to systematically answer and agree on 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?

Answering to these simple, yet powerful, strategic questions helps teams develop sound solutions to critical issues.

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

## Introduction to the Project



Ever dream of being a rock star? If your dream is to become a solo rock star or one in a band of rock stars, this LogFrame tool will have you singing in the right “key” to open the right doors.

The rhythm of finding the beats that will land you on stage is rarely an accident. That’s where the Logical Framework can get you and your audience singing and dancing your way to stardom—if that is the result you want. The look and sound of an individual rock star—and the collective a band of rock stars—is strategically designed to appeal to fans.

The individual and team work that goes into the long hours of musical and stage performance practice is necessary to a top-notch, entertaining performance. Knowing what action steps to take behind the scenes well before the show leads to lasting impressions and fan support that shows up during the show and in ticket and album sales to generate loyal fans.

Thanks to IMS Columbus workshop participants Greg Ciraulo, Fiteh Zegeye, Mike Ligas for their draft.

# Logical Framework Project Plan for Becoming a Band of Rock Stars

	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>
Then  If	<p><b>Goal:</b> To become a Band of Rock Stars.</p>	<ol style="list-style-type: none"> <li>1. We perform X concerts per year; and sell out all venues.</li> <li>2. Our music is distributed in music stores with X album sales per month.</li> <li>3. Our albums go platinum.</li> <li>4. Our music is in the Top 20 playlist on the radio stations for over two weeks; and has X plays per week on radios across the country/world.</li> <li>5. Our T-Shirts and other promo items are available in stores and on tour with X</li> </ol>	<ol style="list-style-type: none"> <li>1. Ticket sales records</li> <li>2. Album sales records</li> <li>3. Media coverage</li> <li>4. Radio station records; Arbitron records</li> <li>5. Retail sales records</li> </ol>	<p><b>Assumptions to reach Goal:</b></p> <ol style="list-style-type: none"> <li>1. We can get and maintain mass appeal that results in a solid fan base.</li> <li>2. People have the money to attend our concerts, buy our albums and T-Shirts, etc.</li> </ol>
Then  If	<p><b>Purpose:</b> To entertain and inspire others through our music and performances.</p>	<p><b>Purpose Measures:</b></p> <ol style="list-style-type: none"> <li>1. Our fan base of people who love our music grows from ___ to ___ by ___ (date)___.</li> <li>2. Positive feedback/reactions from crowd at the concerts.</li> <li>3. Good interaction between pieces in band.</li> <li>4. Our stage presence and showmanship is engaging.</li> </ol>	<ol style="list-style-type: none"> <li>1. Favorable media coverage; positive critical acclaim.</li> <li>2. Favorable Internet/social networking buzz.</li> <li>3. Number of decibels exceeds X decibels.</li> <li>4. We get “oh wow” reactions.</li> </ol>	<p><b>Assumptions to achieve Purpose:</b></p> <ol style="list-style-type: none"> <li>1. Our music gets picked up by the radio stations, media and internet outlets.</li> <li>2. There is a market for our music.</li> </ol>

# Logical Framework Project Plan for Becoming a Band of Rock Stars

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Then	<p><b>Outcomes:</b></p> <ol style="list-style-type: none"> <li>Each musician individually masters their craft (instrumental and/or vocal).</li> <li>Decide on a particular genre(s)/style(s) of music; or develop a new style.</li> <li>Develop a branding style for the band.</li> <li>Attend shows, concerts and events of other artists in the genre and beyond to establish network and expertise.</li> <li>Write catchy tunes and lyrics.</li> <li>Produce demos for agents.</li> <li>Get contract with a top-notch agent.</li> <li>Get contract with a recording label.</li> <li>Perform (with good showmanship) as the opening band for a major band.</li> <li>Tour and perform as a major band ourselves.</li> </ol>	<ol style="list-style-type: none"> <li>Each musician improves musical abilities by X% per month.</li> <li>2.1 We identify our similarities/ likeness with other artists in genre as well as our uniqueness.</li> <li>2.2 We can play at least X number of tunes from at least Y artists as well.</li> <li>Branding element in place, including band name, clothing, hairstyles, mannerisms, etc.</li> <li>Attend X shows, concerts and events of other artists per month; and grow database by X% per month.</li> <li>X songs written per month, each has clever lyrics and teaches an emotional heartstring.</li> <li>X demos produced in 6 months; X audition performances.</li> <li>Contract with agent by ____.</li> <li>Contract with credible recording label by ____.</li> <li>X performances as the opening band for a major band per year.</li> <li>First major concert by ____.</li> </ol>	<ol style="list-style-type: none"> <li>Feedback from professional music/vocal instructor(s)</li> <li>Log events attended by each band member</li> <li>Database quality and quantity</li> <li>Count songs written</li> <li>Count demos produced; and auditions attended.</li> <li>Agent Contract</li> <li>Recording Label Contract</li> <li>Log performances as opening band.</li> <li>Log performances as major band itself</li> </ol>	<p><b>Assumptions to reach Goal:</b></p> <ol style="list-style-type: none"> <li>Each band member has the same commitment level and drive.</li> <li>Each band member has the innate ability/capacity to improve as a musician/ vocalist/songwriter/ performer; and reach high performance standards.</li> <li>Each band member agrees about which genre of music to play, and which branding style.</li> <li>We find an agent and recording label who believes in us as much as we do.</li> <li>We establish the right network of people to become known as artists, are generally accepted by others in the music industry; and get the breaks we need.</li> <li>We get our big break to open for a major band.</li> <li>We bond personally and professionally; and stay together.</li> </ol>
If				
Then				
If				

# Logical Framework Project Plan for Becoming a Band of Rock Stars

Then



If

INPUTS: How team will produce Outcomes			Schedule												Assumptions for Activities
ACTIVITIES AND	WHO DOES?	RESOURCES	S	O	N	D	J	F	M	A	M	J	J	A	
1. Each musician individually masters their craft (instrumental and/or vocal).															
• Acquire musical instruments															
• Acquire acoustic instruments															
• Get professional instruction															
• Practice individually															
2. Decide on a particular genre(s)/ style(s) of music.															
• Studies other musician.															
• Decide what works for us.															
3. Develop a branding style for the band.															
• Hire branding expert.															
• Create logos.															
• Have cool clothes made!															
4. Attend shows, concerts and events of other artists.															
• Attend 21 months minimum.															
• Got to know movers and shelters															
5. Write catchy tunes and lyrics.															
• Get "in the mood"															
• Write on!															

# Logical Framework Project Plan for Becoming a Band of Rock Stars

Then  
  
If

INPUTS: How team will produce Outcomes			Schedule												Assumptions for Activities
ACTIVITIES AND	WHO DOES?	RESOURCES	S	O	N	D	J	F	M	A	M	J	J	A	
6. Produce demos for agents.															
• Get studio time															
• Insure demos play correctly on multiple devices (laptop/CD player).															
7. Get contract with a top-notch agent.															
8. Get contract with a recording label.															
9. Perform as the opening band for a major band.															
10. Tour and perform as a major band ourselves.															