

Pre-Session: Evolve Creative Venture Competency Self-Evaluation

Please circle the level for each statement that best reflects your current level of competency for each skill set or knowledge area. 1= I'm geeked out, 2= I know enough to be dangerous, 3= I'm a newbie

Competency	Scale		
1. Familiarity with 'Design-Thinking'	1	2	3
2. Use of visual thinking tools	1	2	3
3. Developing mission statements	1	2	3
4. Planning strategies to meet mission	1	2	3
5. Market analysis techniques	1	2	3
6. Industry research methods	1	2	3
7. Setting strategic goals and objectives	1	2	3
8. Writing a comprehensive business plan	1	2	3
9. Web-based marketing & social media	1	2	3
10. Budgeting	1	2	3
11. Cash flow / Break even analysis	1	2	3
12. Team Building	1	2	3
13. Fundraising: securing contributed income (grants & donations)	1	2	3
14. Revenue generation (including earned income, sales, etc.)	1	2	3
15. Testing your plan	1	2	3
16. Working with a coach	1	2	3
17. Working with a mastermind group	1	2	3
18. Public speaking and presentations	1	2	3

How will you use your coach?

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What are your goals for Evolve?

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Homework

Objective

Get comfortable with the specifics of creative venture so that you can get feedback from the world.

Directions

Use the following workspaces to complete the following tasks:

1. Refine Mission & Vision and update filliable canvas form found in online course.
2. Work on Venture Description including features and benefits or results.
3. Evaluate your creative venture and find out what others think about it - ask at least 10 people including potential, past and current customers, partners, board of directors, volunteers, Facebook followers, etc. Use a survey, interview individuals, or lead a focus group.
4. Summarize/review/analyze response.
5. Complete the Checklist & Next Steps and the Self-Reflection

Write your most current and refined Mission Statement here (then update canvas):

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Write your most current and refined Vision Statement here (then update canvas):

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Describe your Creative Venture:

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Venture Features

Venture Benefits

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Choose one or more of the methods to solicit feedback about your Creative Venture:

	Method Description	Action Items to Implement
Method 1 <input type="checkbox"/>	Send survey using surveymonkey	<ol style="list-style-type: none"> 1. Compile email list 2. Draft survey 3. Edit and review by third party 4. Send survey – due back by [specific date] 5. Analyze responses
Method 2 <input type="checkbox"/>	Conduct one-on-one conversations/interviews	<ol style="list-style-type: none"> 1. Select your top 10 fans 2. Determine if you want to meet with them on the phone or over coffee, etc. 3. Schedule appointments 4. Analyze responses
Method 3 <input type="checkbox"/>	Lead a focus group	<ol style="list-style-type: none"> 1. Identify who you want to invite 2. Determine how you will conduct the group 3. Schedule the group session 4. Analyze responses

What questions do you want to ask/learn? Craft 3-5 questions to ask participants.

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How will you follow up and acknowledge participants for their feedback?

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Other thoughts/ideas:

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Self-Reflection

What part of your project pitch came easy?

What parts were challenging?

How comfortable are you with your mission statement? How can you continue to refine it?

How comfortable are you with your vision statement? How can you continue to refine it?

How is evaluating the features & benefits, and participant results supporting or pushing your "shift"?

Venture Status Report

Item	Status	Next Steps	By When
Mission & Vision			
Venture Description + Features & Benefits			
Talk to 10 people			
Analyze results/ Make necessary revisions			
Self-Reflection			

Ideas:

Notes:

Notes section with a grid of 12 columns and 20 rows of small dots for writing.