

Creative Project Assessment

Intro

I've been working on creative projects of my own or with clients for over 20 years. One thing I know for sure is that taking time, in the beginning, to fully envision and assess your project is crucial. It makes all the difference in helping you maintain energy and momentum to get you to the finish line.

Your project needs to be:

- exciting and juicy to you
- represent a deep desire rather than a "should."
- be in keeping with your core values.
- reflect your current priorities, and fit in with whatever other plans you have for your life right now
- be big enough to stretch you but not so big that you are too overwhelmed even to get started

Asking these twelve questions will help you determine whether your project is worth your time and effort, excites you enough to keep you motivated over the long haul and whether it's a suitable choice at this time of your life.

Project Assessment

1. Why do you want to do this project in the first place?

2. What excites you most about doing this project?

3. What are your three deepest values?

4. How does this project align with these values?

5. What are the benefits for you of doing this project?

6. How will this project benefit others?

7. Is this project something you really want to do, or a “should”?

8. Do you have the skills and abilities to do this project at this time? If not, what would you need to do to acquire them?

9. What kind of time will this project take? Can you make the time for this project right now? If not, when?

10. Do you have the financial and material resources to do this project now? If not, what would you need to do to get the funding?

11. Does this project fit into your current priorities? How might other commitments in your life get in the way?

12. Based on all this, on a scale to 1-10 how much do you want to do this project now? What would it take for you to get to 10/10 level of commitment?