

SNAPP™ Express® Instructions

SNAPP™ Express® is a concise, two-page project planner. The S-N questions of SNAPP™ are listed on page 1. Page 2 contains a grid for the action steps, dates and accountabilities. Use SNAPP™ Express® whenever the idea or direction for a new project arises, or whenever you are called on to consult with others.

SNAPP™ Express® is designed for high-level planning. It is an effective way to begin any project. As you advance to the next level of project detail, you may need a more sophisticated tool such as MS Project.

SNAPP™ Express® can be used by teams or individuals. The important thing is to consider each question. When using it as a team tool, be sure to elicit comments and consensus at each step.

Once the sponsor and team agree to the plan, you can use SNAPP™ Express® as a tracking tool. It is also helpful for bringing new team members and vendors up-to-date and for trouble-shooting problems. Use SNAPP™ Express® questions as a meeting agenda. It also can serve as a template for proposals and contracts.

The following tutorial will assist you in completing SNAPP™ Express®. A completed, high-level example appears at the end.

Step 1: Team selection

Selection of the right team is one of the most important decisions. When recruiting, consider that team members should have:

- A stake in the outcome of the project
- Expertise and skill in appropriate disciplines
- Authority to make decisions
- “Can-do” attitude
- Strong team skills.

Step 2: Header information

Fill in the blanks at the top of the page.

Title: This is the concise title of the project or initiative – the descriptive name by which it will be known.

Start date: Usually the first day (mm/dd/yy) that the team meets to address SNAPP™ Express® questions.

End date: The target day (mm/dd/yy) on which the project will be completed.

Sponsor: This is the person who has the most to gain from the successful completion of the project. It is the person who has the authority to make final decisions and who usually pays the bills. Ideally, the sponsor is one person.

Project manager: This is the person responsible for the successful outcome of the project.

Step 3: S = See It

1. What does it look like when it's right?

Begin with the target end date.

Write a goal statement that describes the situation when everything is complete and just the way you want it. Try to use 25 words or fewer.

The goal must be measurable.

2. Why are we doing this?

For business projects, there should be a business reason such as: make money, save money, increase productivity, reduce risk, increase customer satisfaction.

For personal projects, some of the same criteria may apply, as well as personal satisfaction of self and team.

3. Who is the customer?

"Customer" describes anyone inside or outside the organization that benefits from the project.

When listing the customers, also consider what each one wants or needs and why.

Always include the sponsor as a customer.

The team is also the customer because when the project is complete and done well, everyone on the team will benefit directly or indirectly.

Before going to Step 4, make sure both the team and the sponsor agree with the information in S = See It.

Step 4: N = Negotiate It

1. What is the scope?

List all the things that will be included in the project. As a guide, review the goal and the list of customers and their wants.

List all the things that will NOT be included as part of the project. People often make assumptions about what will be included unless it is otherwise specified. Think about the motivations of the project's customers and what they may expect will be part of the scope. List those things so there can be no confusion.

Considering all the things that will be included, brainstorm what effect the project will have on auxiliary groups. Anticipate probable changes so affected groups can be forewarned and prepared.

2. What are the assumptions?

Think about the kinds of support that will be needed to carry out a successful project. Some examples are:

Physical (there will be a place to meet)

Organizational (the sponsor will support with funds and focus)

Human (employees have time to work on the project)

Systems (the two operating systems will be compatible)

Financial (this will involve adding a new line item to the balance sheet)

Legal (legal counsel will need to review for compliance with local law)

3. Who will help?

List the human resources that will be required by the project. At this level, you may or may not name individuals. Some examples are:

- Pat Smith, Sponsor
- BJ Jones, Project Manager
- Rep from Accounting
- Rep from Legal
- Carmen from HR

Be sure to gain agreement from all named individuals.

4. What can change or go wrong?

Revisit the assumptions. List the potential roadblocks and/or fallacies. Some examples are:

- Physical (it may rain)
- Organizational (higher priority projects may arise)
- Human (key team members may be pulled away)

5. What is the budget?

Consider both direct and indirect expenses and revenues.

Estimate the number of hours for each resource, and assign monetary value.

Step 5: A = Act on It

What is the action plan?

This is a high-level task list. You may need specialized software for more detailed action plans. Develop the action plan, listing:

Task – Specific, measurable steps that support the project.

Accountable person – Team member who must deliver on schedule and to quality standards.

Start date – The date on which the task should begin.

End date – The target date on which the task should end.

See the example SNAPP™ Express® on the following pages.

Start date **mm/dd/2005**

End date **mm/dd/2005**

Sponsor **Pat Smith**

Project Manager **B.J. Jones**

S = See It	
1. What does it look like when it's right?	By mm/dd/05, we will plan and execute a successful fund-raising event that will involve all employees in netting minimum \$25,000 for sufferers of paper cuts.
2. Why are we doing this?	To make money for our charitable cause and to increase business through community awareness and good will.
3. Who are the customers and what do they want?	Sponsor (wants to look good when the project is a success) Charities that benefit from donations Employees gain team practice and esprit de corps Team wants recognition for a successfully completed project.
N = Negotiate It	
1. What will it include? What won't it include? Who else will be affected?	<u>Include:</u> Walk open to employees, family and friends, victims Donations from company employees and local residents Word-of-mouth and poster announcements in community <u>Not include:</u> Walk open to public Paid advertisements Solicitations from local businesses <u>Others affected</u> Other patrons of the park where walk will occur Local police who will supply security coverage Municipal Sanitation Dept. National Assn of Paper-cut Sufferers (NAPS), that will gain donations
2. What are the assumptions?	Senior management will agree to match employee donations and allow fund-raising events on company time Support with time off work for organizers Employees and local community will find this a worthy cause Sunny weather No other events planned for park on chosen day
3. Who will help?	Pat Smith will lead kick-off and support event with time and attention BJ Jones will serve as event organizer Division managers will designate department "captains" Accounting Dept will provide financial management support HR will ensure no violations of employee policy
4. What can change or go wrong?	NAPS will not provide posters and paper supplies City declines permission for permit to meet in park
5. What's the budget?	Company input = \$5,000 for supplies + matching funds of up to \$25,000 = \$30,000. Cost in company time: 300 hours x avg \$50/hour = \$15,000

SNAPP™ Express®

A = Act on It Start date **mm/dd/2005** Proposed end date **mm/dd/2005**

Sponsor **Pat Smith** Project Manager **B.J. Jones**

Task	Accountable person	Start date	Due date
1. Stage kickoff planning meeting	BJ and team	mm/dd/05	mm/dd/05
2. Prepare project plan	BJ		
3. Distribute project plan for review	BJ		
4. Meet with sponsor and obtain signoff	BJ, Pat		
5. Stage kickoff implementation meeting	BJ and team		
6. Organize communications and publicity (internal and external)	Corp Communications Rep		
7. Provide liaison with park authorities	R. Patel		
8. Provide liaison with police & sanitation depts.	M. Chang		
9. Coordinate department captains	V. Sanchez		
10. Create & manage financial spreadsheet	Finance Rep		
11. Monitor employee rights	Legal and HR		
12. Organize day-of-walk food, activities & closing ceremony	B. George		
13.			
14.			
15.			

P = Persist	
1. Manage performance.	4. Stay focused.
2. Monitor the details.	5. Be a role model.
3. Make & follow a communications plan.	
P = Praise the Team	
1. Make it a plus.	
2. Say "thank you."	
3. Close and celebrate.	