



## MODULE

# SUSTAINABILITY MARKETING COMPETENCES

## Unit 6 | Activity 2 Set up goals & measure points



60min



- Pen and blank paper
- Access to internet
- Meeting space for the potential members (digital or physical space)

## DESCRIPTION

For every plan to work, you also need to set up goals, milestones, and KPIs (Key Performance Indicators). Additionally, you should focus on the value it generates and the resources required to achieve it. This unit will strengthen your understanding of the purposes of your marketing activities and what you can achieve from them.

# THE ACTIVITY

Create a Gantt chart using the information from the previous unit.

ACORN PROJECT PLAN		Activities/Task	Responsibility	Status	Comments	Week1	Week2	Week3	Week4	Week5	Week6
Phase 1	a	Activity A	Person A	Green							
	a.a	Task 1 to A	Person A	Yellow							
	a.b	Task 2 to A	Person B	Red							
	b	Activity B	Person A								
	b.a	Task 1 to B	Person B								
	b.b	Task 2 to B	Person C								
	b.c	Task 3 to B	Person B								
	b.d	Task 4 to B	Person C								

Gather your team and discuss the following:

- Reflect on what tasks should come first and determine the timeframe.
- Prioritise your work and add it to the template.
- Are there any events you need to be aware of and plan around?

Put everything into the Gantt chart and start executing.

# THE THEORY

Put your plan into a visual calendar to track the tasks and their respective deadlines.

In order for a marketing strategy to be effective, it is important to organise tasks based on their timing and location.

That's where a Gantt chart can assist you:

## Gantt chart defining :

A Gantt chart is a bar chart that illustrates a project schedule. It was designed and popularised by Henry Gantt around the years 1910–1915. Modern Gantt charts also show the dependency relationships between activities and the current schedule status. Source: Wikipedia

## So, in other words:

Gantt charts help in scheduling and prioritising all the activities and tasks in your plan.

It is a simple and efficient tool that can be customised to showcase and indicate all the necessary information.

## Example:

ACORN PROJECT PLAN	Activities/Task	Responsibility	Status	Comments	Week1	Week2	Week3	Week4	Week5	Week6
Phase 1	a	Activity A	Person A	Yellow		Blue	Blue	Blue	Blue	
	a.a	Task 1 to A	Person A			Blue				
	a.b	Task 2 to A	Person B	Red			Blue	Blue	Blue	
	b	Activity B	Person A					Blue	Blue	Blue
	b.a	Task 1 to B	Person B				Blue			
	b.b	Task 2 to B	Person C					Blue		
	b.c	Task 3 to B	Person B						Blue	Blue
	b.d	Task 4 to B	Person C						Blue	Blue

## Developed by our organizations



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