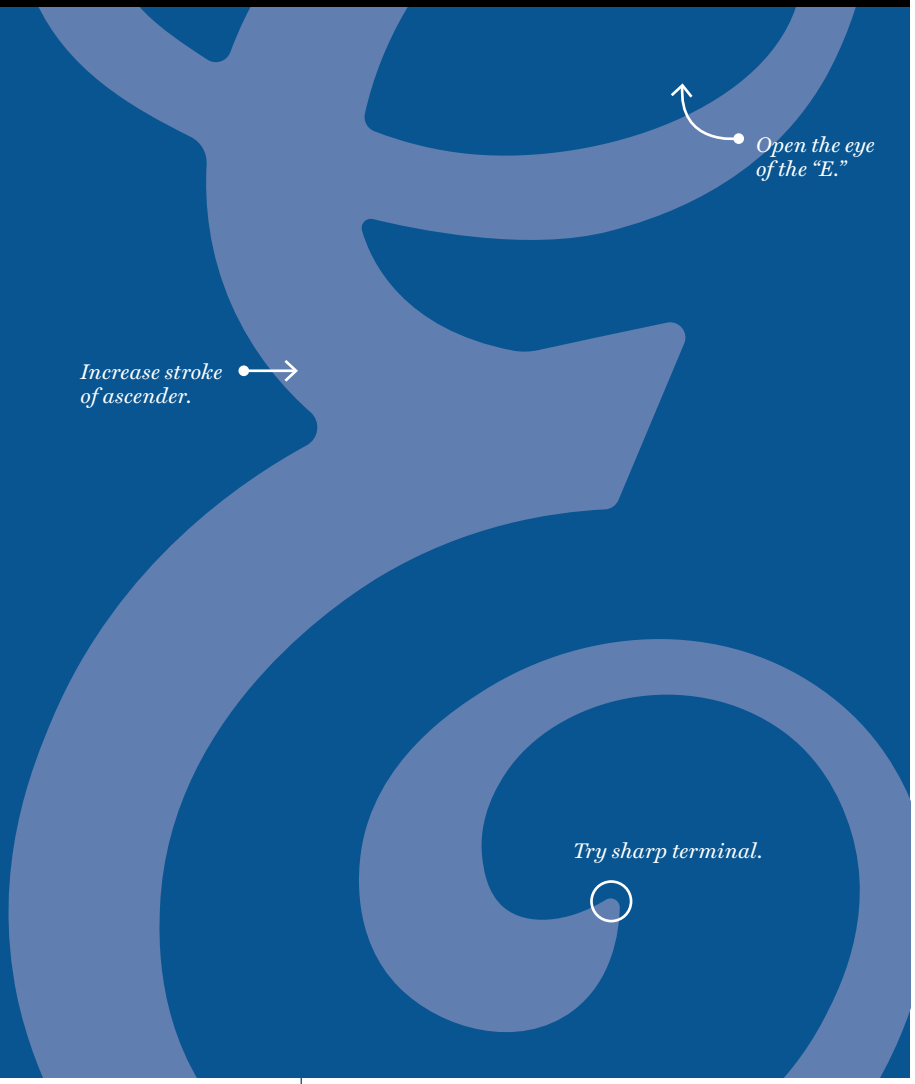
Custom Type and Lettering For Logo Design

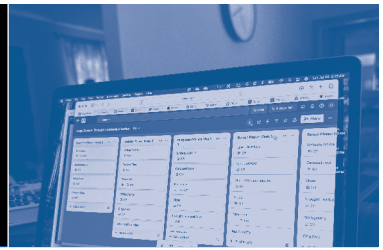


Project Plan for Thought Leadership Series on LinkedIn

PREPARED BY JOHN RUDOLPH

Trello

Overview



Selection Process

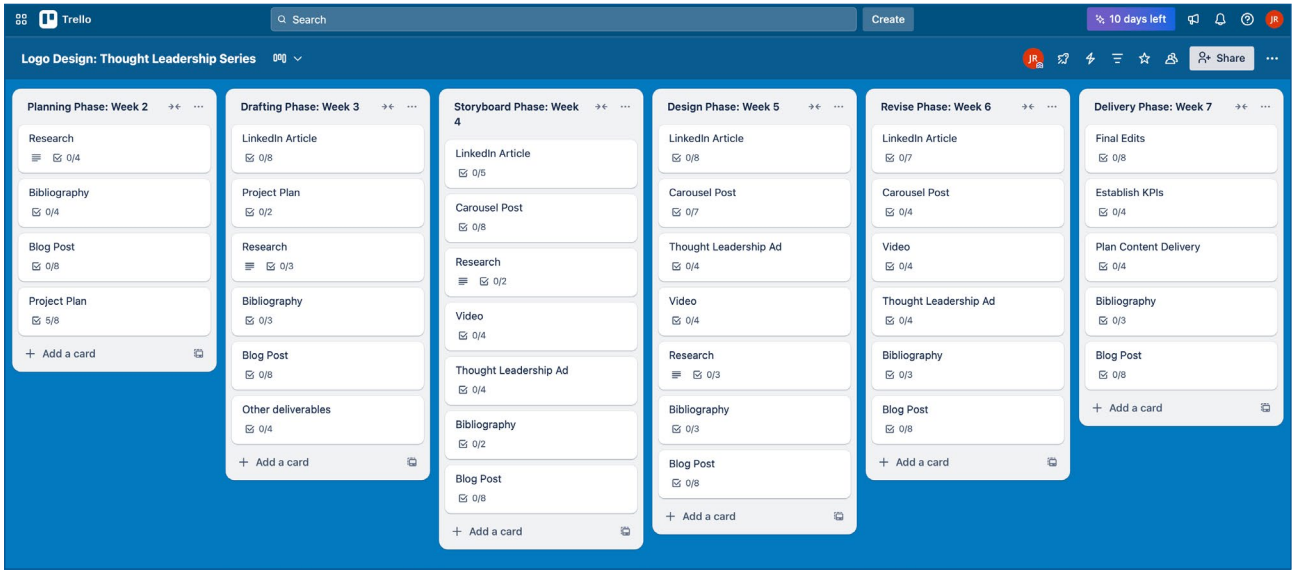
Nothing will ever get accomplished until you take action. Which is why, when faced with so many project management program options to choose from, I quickly reviewed three of them: Asana, Podio, and Trello. My final selection would be based on two things: user interface and ease of use. I set up a simple board on each platform and, without exploring too many features, decided that Trello was the most intuitive option.

While I've never used Trello before, I found it easy to navigate. In some ways, the layout also helped determine my approach to project planning. Because the task boards are displayed horizontally, it has the visual appearance of a weekly calendar. The assignments and deliverables can be duplicated for each week "card," and the tasks can be edited as needed.

Rationale

The software decision and plan of action are the result of experience, personal preference, and a bit of research. After weighing the merits of the most popular project management plans, it was clear that some would be too limiting. The "Waterfall" approach, for example, is linear and items need to be completed before moving forward. But I know I'll have to revisit and edit many tasks over the next five weeks. Similarly, I love the idea of "Kanban," but I simply have too many tasks to move from week to week.

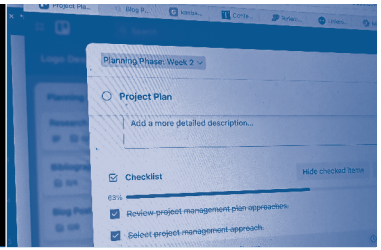
Trello allows for a personalized plan. I'm able to leverage the attributes from the approaches that are most helpful for my process. Being a designer, it's important that the plan is flexible. Mine will be an iterative process, combining elements from Waterfall, Agile, Scrum, and Sprint methodologies.



Weekly Lineup

I've created Trello cards for weeks 2–7, according to phases. While the list of tasks under each deliverable will change weekly, I still need to complete every single task. There is room for flexibility, but getting each task started allows time for more thoughtful consideration, exploration, and iteration.

Trello Setup



Phases

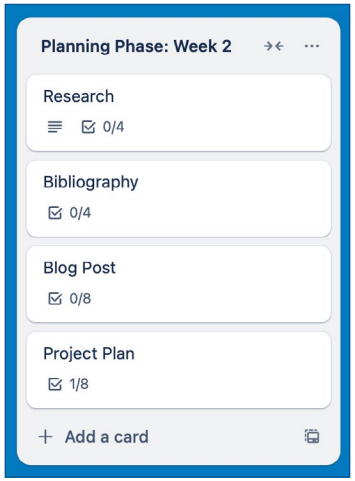
With a few minor adjustments, I was able to leverage the basic timeline developed in my original project proposal for each Trello card. Starting with week 2, I setup a new weekly list for each phase:

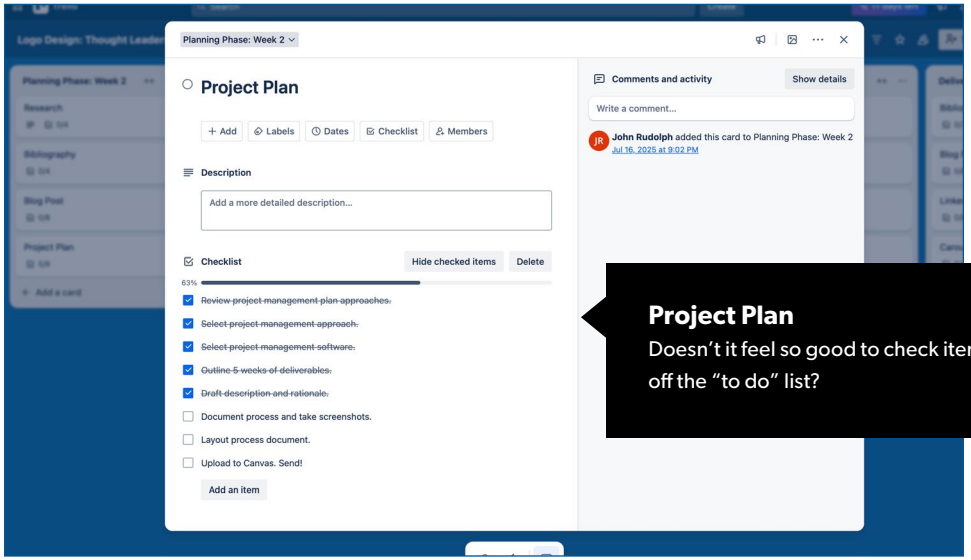
- **Planning Phase**.....Week 2
- **Drafting Phase**.....Week 3
- **Storyboard Phase**.....Week 4
- **Design Phase**.....Week 5
- **Revise Phase**.....Week 6
- **Delivery Phase**.....Week 7

Tasks

The blog, which actually has 8 tasks to complete, will be almost identical each week. Likewise, the Bibliography will have annotations that need to be added, and some entries will probably be omitted.

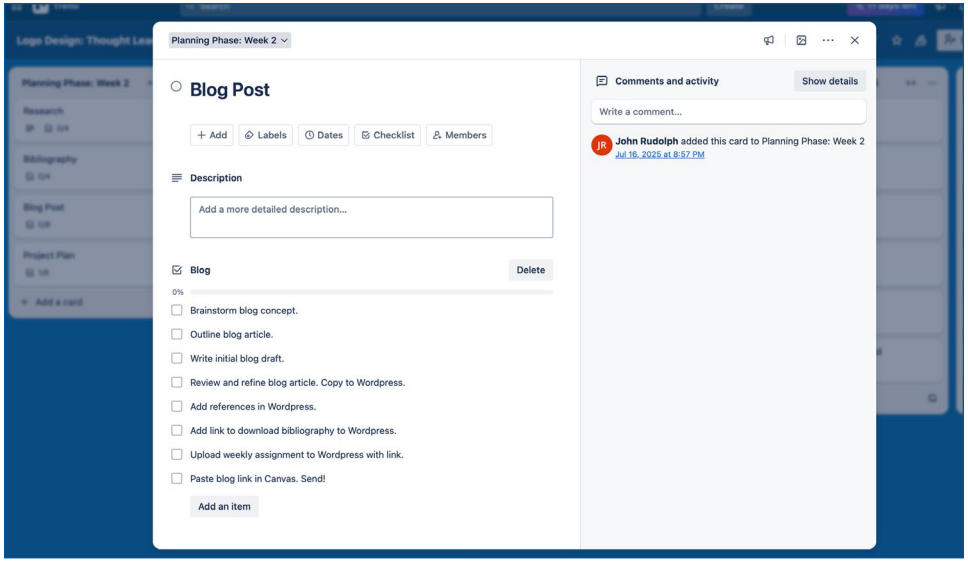
Each deliverable, however, will have a much different task list as we move closer to week 7.



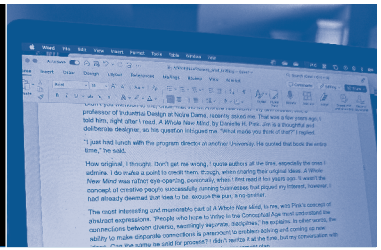


Project Plan

Doesn't it feel so good to check items off the "to do" list?



Drafting Phase

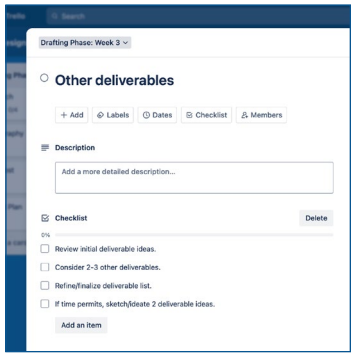


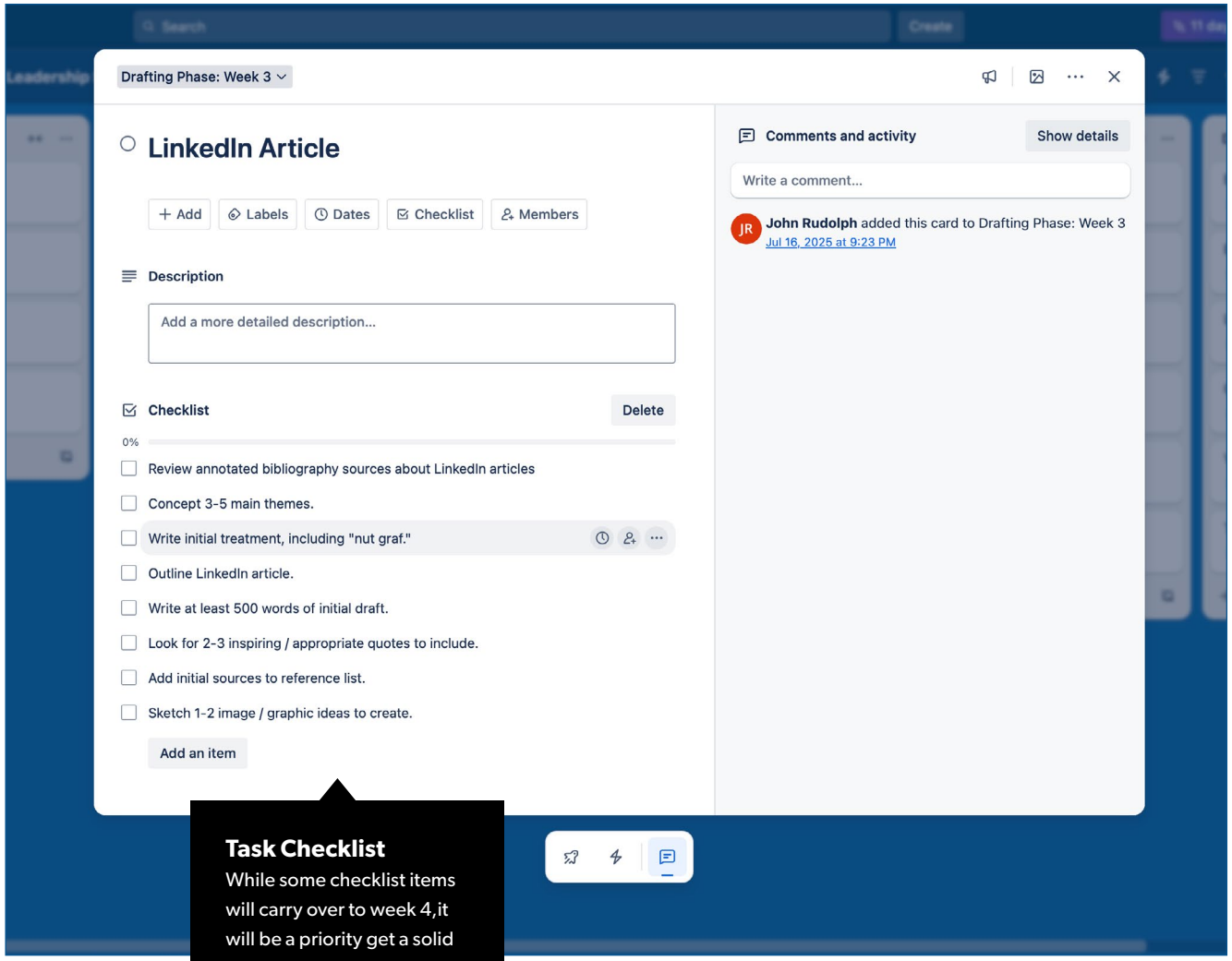
Week 3

I've already decided that the initial draft for my LinkedIn article will be the focus of week 3. Why? Simple: it's the most important part of my project. The content from all of the other deliverables will be derivative of this article.

Other Deliverables

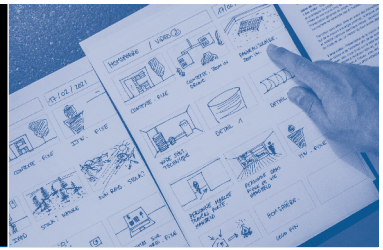
Week 3 also includes initial brainstorming for the remaining deliverables. My goal is to create two LinkedIn carousel posts, a video, and a LinkedIn Thought Leadership ad. This may change if research indicates another format may be more appropriate.





Task Checklist
While some checklist items will carry over to week 4, it will be a priority get a solid draft of the LinkedIn article completed in week 3.

Storyboard Phase

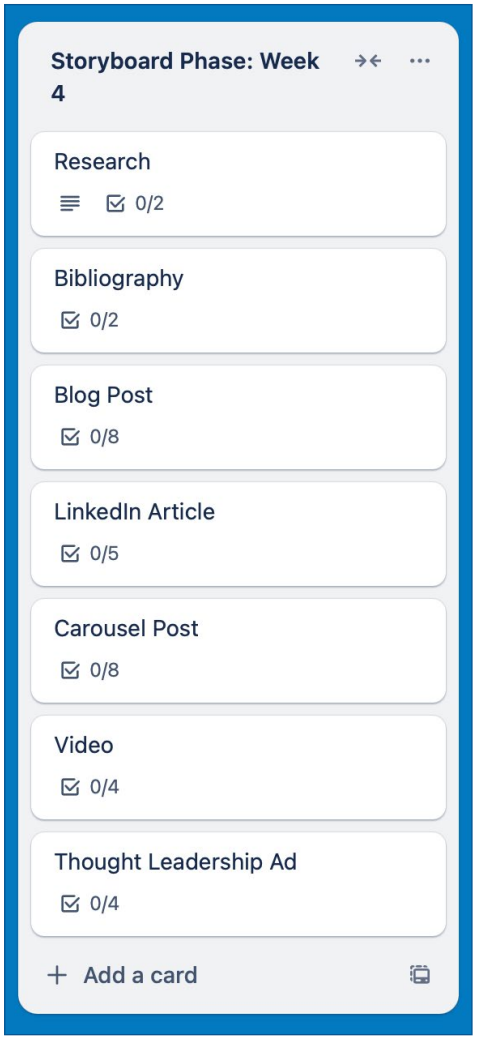


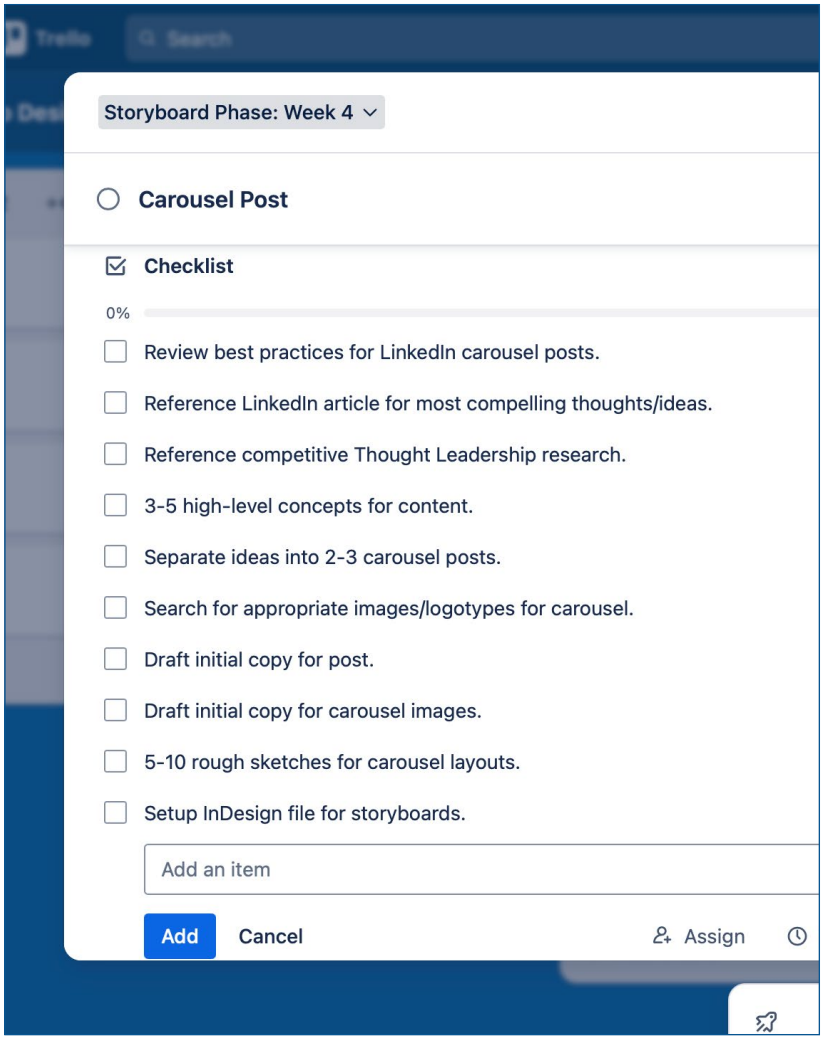
Week 4

There's no doubt that the LinkedIn article will still be a priority, but the plan is to get a jump-start on the remaining LinkedIn deliverables in week 4. This means storyboarding the LinkedIn carousel posts, and possibly the video and LinkedIn Thought Leadership ad as well.

Trello Cards

Week 4 has the most Trello cards, but deliverables (other than the Carousel post) won't have too many tasks. Depending on the feedback I receive for the initial draft of the LinkedIn article, this approach will allow me to shift priorities.

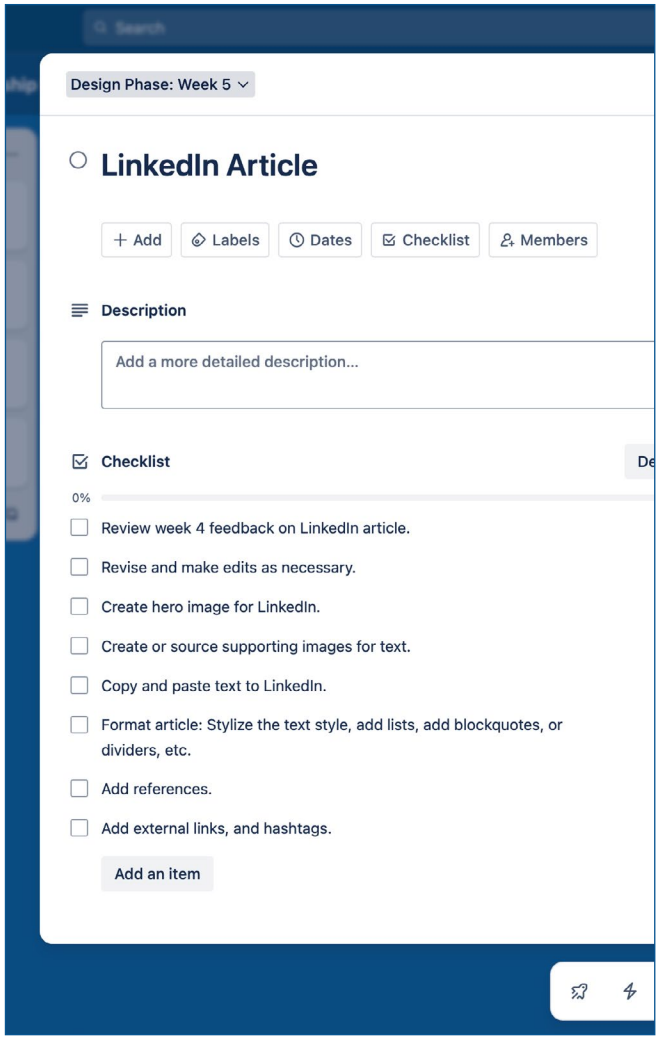


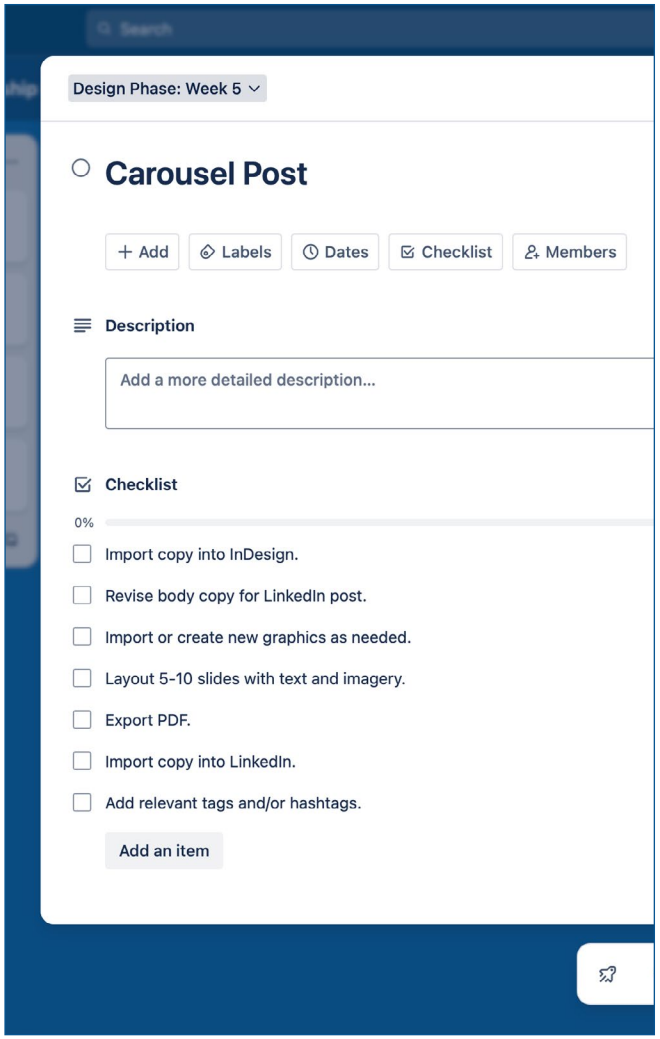


Design Phase

Week 5

With most of the copy drafted at this point, the focus of week 5 will be design. LinkedIn articles can actually be formatted quite nicely with images, dividers, and quotes. The carousel posts will, of course, have to be designed separately in InDesign, and exported as PDFs. If a video is still possible, graphics will need to be created and imported into AfterEffects.



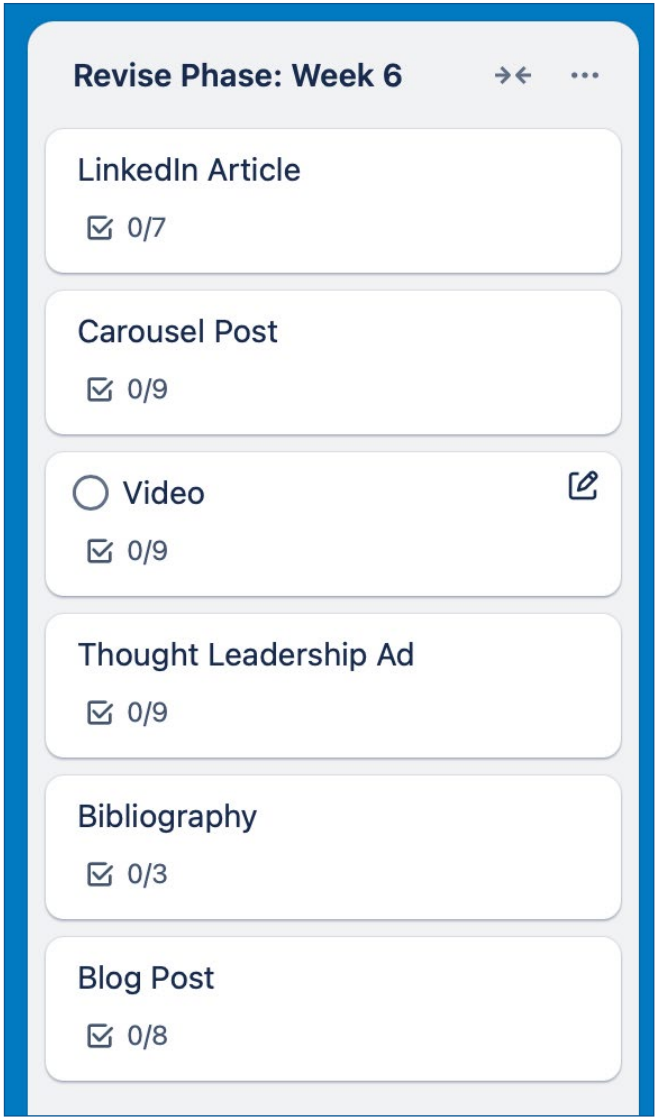


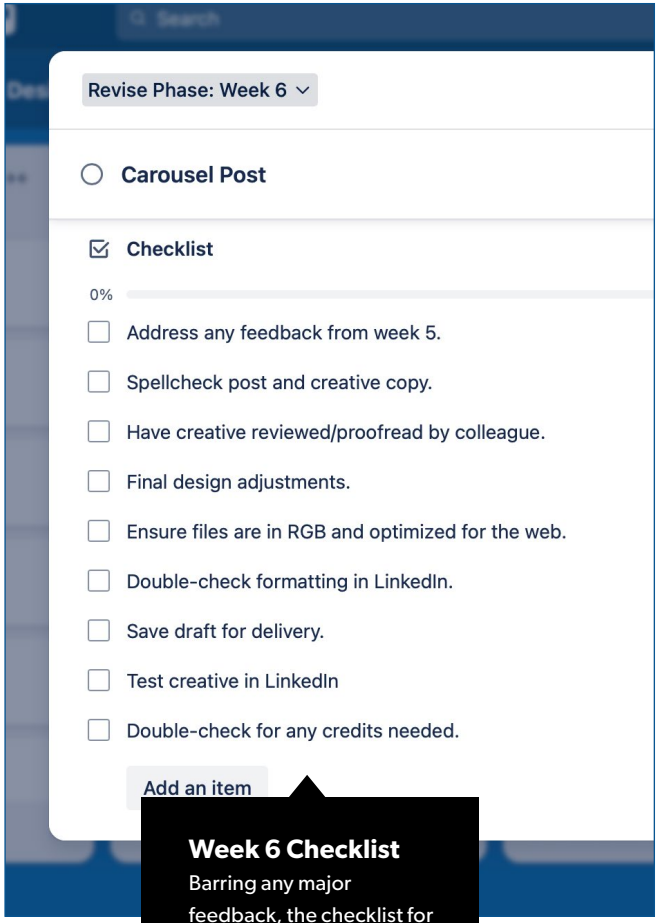
Revise Phase

Week 6

By week 6, all of the content should be created and formatted. This week will provide time to reconsider tone of voice, ideas, and design decisions as well. Proofing, editing, and removing unnecessary elements will be key.

I can also start to prepare files for delivery. This means ensuring everything is in RGB for LinkedIn, images and PDFs are optimized for the web, and all the deliverables are uploaded and tested within the LinkedIn platform.





Week 6 Checklist
Barring any major feedback, the checklist for each deliverable should be fairly similar in week 6.

Delivery and Conclusion

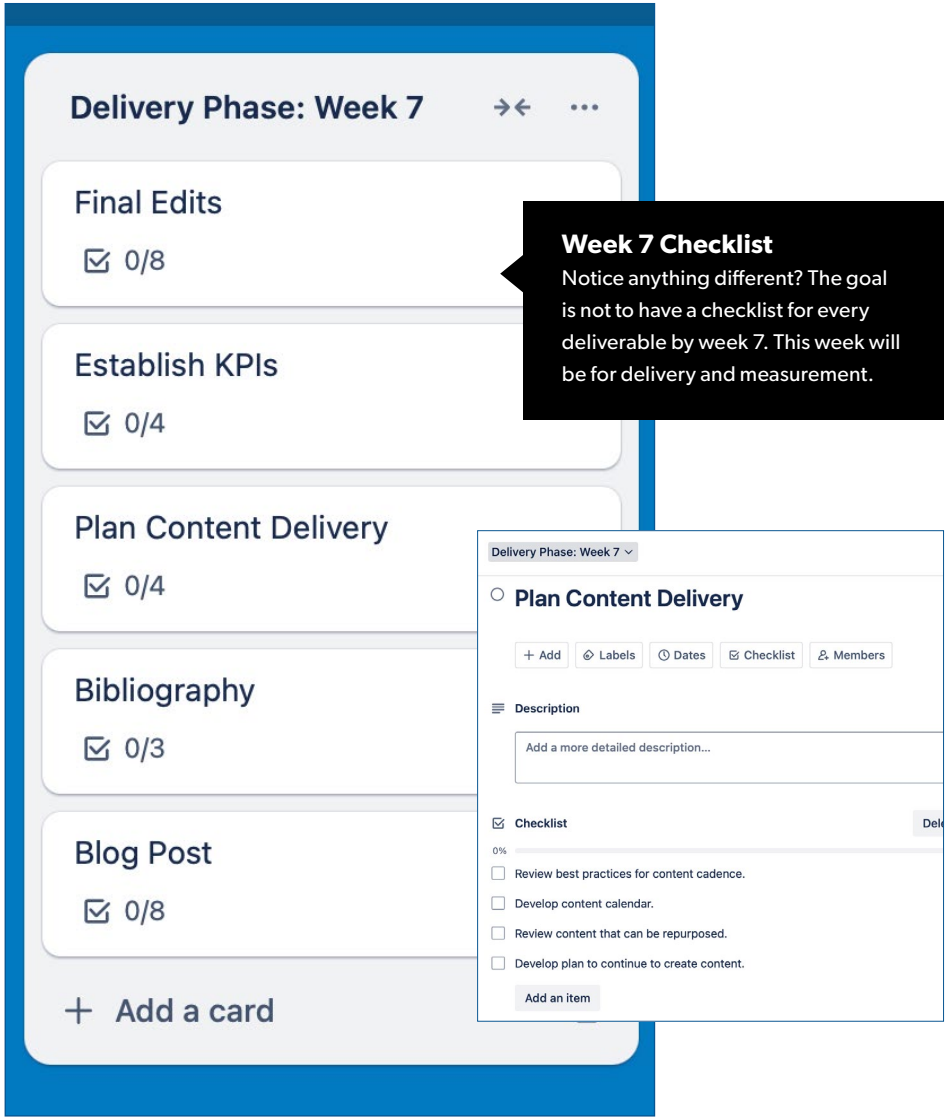
Week 7

The focus of week 7 will be on preparing a content calendar for the final deliverables, uploading assets to LinkedIn, and proofing the final creative. I also need to outline KPIs in order to measure for success, and potentially optimize the content for better engagement in the future.

Conclusion

Is this plan ambitious? I don't think so. The more appropriate word is probably earnest — it's demanding and deserves serious attention. This plan puts the necessary steps in order to get this project out the door on time.

In her YouTube video titled, "Project Planning Process: 5 Steps To Project Management Planning," Jennifer Whitt, Director of ProjectManager.com, reviews five specific steps to successfully plan a project. Among the most important items? Outlining the initial objectives. Creating the detailed proposal enabled this project plan to come together somewhat easily.

Whitt goes on to describe the course of action needed to complete an assignment. The five steps include: 1. Create Project Plan, 2. Breakdown Deliverables, 3. Determine Dependencies, Critical Path, Issues, Risks, and Resources, 4. Create Timeline, and 5. Assign Resources. Other than the last item, all of these items have been address in this project plan. While it would be nice to hire freelance and assign various tasks, this is a thought leadership project! Inherently, the ideas need to be mine.

In terms of time management, most of the tasks will be completed late at night — after the kids go to bed — or on the weekends. I've got a business to manage, and my clients also expect their projects to run according to plan.