

## Part Two

# Mastering the Four Critical Strategic Questions

The LogFrame matrix (see Figure II.1) organizes the answers to these four questions in relationship to each other. Each provides pieces of the project puzzle solution.

The following four chapters explore how these four questions work together as an integrated thinking system. By understanding them at a deeper level you can use them to the fullest extent.

- *Chapter 5* explores *Question #1* and guides you in defining and aligning project Objectives. Linking your project clearly to the corporate-level Objectives builds a strong foundation to get you to the results you want.
- *Chapter 6* addresses *Question #2* and assists you in pinning down what success means. Being able to describe what success looks like in advance grounds your project in the real world and shapes agreement.
- *Chapter 7* answers *Question #3* and leads you through a process to identify and reduce risk. After you clarify major Assumptions, you can then evaluate their validity and adjust your project as needed to avoid anticipatable problems.
- *Chapter 8* discusses *Question #4* and helps you flesh out the work plan tasks, budget, and schedule. By answering the prior three questions you increase confidence that these action steps will deliver the end results you need.

<b>Objectives</b>	<b>Success Measures</b>	<b>Verification</b>	<b>Assumptions</b>
<b>Goal</b>			
<b>Purpose</b>			
<b>Outcomes</b>			
<b>Inputs</b>			

- 1. *What are we trying to accomplish and why?*
- 2. *How will we measure success?*
- 3. *What other conditions must exist?*
- 4. *How do we get there?*

**FIGURE II.1** The LogFrame Matrix Organizes Answers to Critical Strategic Questions

These simple questions provide powerful ways to guide your team’s discussion and concentrate your attention on what matters most in designing and implementing your project.