

I want to
sustain & implement
by executing my
plan without being
overwhelmed.



CRITICAL TASKS LIST

INSPIRED BY

Nesta (2009) Worksheet 4b: Critical Marketing Tasks. In: Creative Enterprise Toolkit.

LEVEL OF INVOLVEMENT



REQUIRES SOME DIALOGUE with colleagues/peers.

Plan for some time to interact and fill out in collaboration over a day maybe.

What is it & why should I do it?

The **Critical Tasks List** is a way to ensure that what you set out to do is actually possible with the timeframe and budget you have available. This is useful when working alone, but becomes even more important when you need to focus and align your work with others. The list provides a common reference point which everyone can use to keep track of how things are progressing. This enables you to manage your projects by focusing on the tasks at hand.

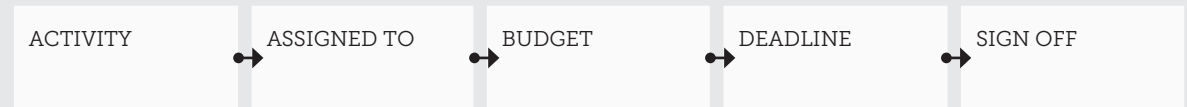
It's a simple thing to do - and taking the time to do it can really help when you're in danger of being overwhelmed by the amount of work that needs to be done, or worried about how exactly an idea is going to be implemented. When your work starts to grow, and tasks start being shared amongst a large group of people, you may want to shift to a more dynamic and professional project management tool. The Critical Task list is a first step to develop a routine in organising your ongoing work.

? HOW TO USE IT

List all the activities to be carried out, together with who they are assigned to, the budget available, the deadline for completion and the process for final sign off.

Don't fear specificity. Deliberate the activity with the people assigned to it and add in as much detail as possible. You can also break up specific roles people play to perform a specific activity.

You should regularly monitor and review the progress of your critical tasks, both in terms of staff resources and budgets. Any deviation from the plan should be acted upon or agreed and amended.



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ACTIVITY	ASSIGNED TO	BUDGET	DEADLINE	SIGN OFF