G&D Associates

Writing Deliverables

Deliverables are drawn from your vision statements. Deliverables are essentially the projects that you will undertake to achieve your vision statement and therefore achieve your vision.

The key to writing effective deliverables is in the language used.

Deliverables should be written in such a way that a staff member who was not party to any prior discussions would be able to understand the project by reading the document. For example:

Develop a schedule to manage teacher conference attendance over the next twelve months.

However, we often see deliverables that do not achieve this. For example:

Teachers attend conferences.

The following points will enable you to effectively write deliverables:

- Write your deliverable as an instruction, start with a verb.
- Keep it short.
- Don't go too broad/vague.
    - **Provide technology for learners** (too broad/vague).
    - **Provide interactive display screens for student use in all learning spaces.**
- Don't go too narrow/specific.
    - **Procure a sofa for the media center** (too narrow/specific).
    - **Rethink and procure media center furniture.**
- Always think of a deliverable as a project that is above and beyond an individual's normal day to day role. Do not write deliverables for standard jobs or small projects that really require no planning.
    - **Arrange a meeting to discuss staff brewery tour** (arranging a meeting should not need a plan but it may be part of a plan).
    - **Develop a series of staff outings to increase morale.**
- Remember that the project owner will be able to "distill" down the project to make it more manageable so don't worry too much about detail (the planning tool has a section for this).
    - **Provide all learners with a 1:1/personal device** (good deliverable).
    - **Provide all learners with an iPad** (project owner's distillation of the deliverable to make it manageable in terms of time and budget in a specific year).

- There should be multiple deliverables for each vision statement. A deliverable may be applicable to other vision statements, it is okay to list the same deliverable against another vision statement(s) as this shows how each is being addressed.
- Don't overthink it.
- If you're not sure, do a few then send them over to us for a sense check.

The writing of deliverables should not take too long, do them as a team and put aside two to three hours. Once written, your deliverables will get you through the next three years so the time spent is a good investment.