

Phase 1: Preplanning factors

- Initial problem assessment
- Need and interest within

[Note: A continue (yes or no) with exit or proceed step exists after each phase]

Phase 2: (Optional) Informal needs assessment

- Preliminary definition of the problem or need
- Identifying and ranking needs/problems
- Alternative approaches/feasibility study

Phase 3: (Optional) Selection of change agent to carry out planning

- First selection
- New selection if cycling back from a later phase

Phase 4: Change agent exploration

- Refinement of problem description
- Explore with relevant groups and sub-groups as needed

Phase 5: Assessment of a commitment to proceed

- If yes, move to phase 6
- If no, recycle back to earlier phases as needed

Phase 6: Development of an appropriate planning mechanism

- Planning committee help from the target and/or preplanning groups as needed
- Professional help as needed from change agent, sponsors, supporters, outside agency, etc.

Phase 7: Planning

- Data collection by consulting with experts, gathering data on target groups, reviewing similar projects, reviewing related research, developing a philosophy, etc.
- Designing activities, including developing and validating objectives, determining product/process objectives, identifying resource constraints, specifying program design limitations, building in evaluation, etc.

Phase 8: Determine instructional methods, procedures, techniques, etc.**Phase 9: Determine motivational and/or publicity techniques (marketing)****Phase 10: Implementation**

- Develop/utilize needed resources
- Collect necessary evaluation data

Phase 11: Evaluation and analysis

- Analyze evaluation data
- Write and disseminate reports/records

Phase 12: Feedback and modification

- Exit, re-enter the system, and modify as needed
- Continue as appropriate