

The background of the entire page is a photograph of three young women of diverse ethnicities smiling and hugging each other. The image is partially obscured by white and green design elements.

enhance

Empowering Girls and Young Women Across Europe and the MENA Region
Project ID 101186010



Capacity building for NGOs operators

**BOOSTING YOUNG
WOMEN EMPOWERMENT
WITH THE COMMUNITY
SUPPORT**

Training handout



**Co-funded by
the European Union**

About project management

What is Project Management?

Project management is the application of specific knowledge, skills, methodologies, and techniques to achieve specific and measurable project goals, including successful project completion.

Project management has become an essential part of every business. Many industries have started adopting the practice of strategically managing projects to boost success.

Project management differs from general management in that it relates directly to the goals and time-bound objectives achieved within the scope of a project itself, on a limited timeline, rather than an ongoing one.

Why is Project Management Important?

- Ensures projects are completed on time and within budget.
- Improves efficiency and resource allocation.
- Enhances communication and stakeholder involvement.
- Minimizes risks and ensures quality outcomes.

What is a project?

The Project Management Institute (pmi.org), a not-for-profit professional organization considered an authority on project management, defines project as a “temporary endeavour to create a unique product, service, or result”. It encompasses a structured sequence of tasks, activities, and deliverables that are completed to achieve a specific outcome.

What is a project manager?

Project managers are the ones who take ownership of the project from its inception through completion. They are responsible for the submission of key deliverables and the successful execution of the entire project.

Project Management Cycle

INITIATION

Objective

- Define the project scope, goals, and feasibility.
- Identify project needs and opportunities.
- Define project objectives and deliverables.
- Identify stakeholders and key roles.

PLANNING

Objective:

- Develop a roadmap for project execution.
- Define project timeline, and milestones.
- Allocate resources and define team roles.
- Develop a risk management plan.
- Establish communication channels.

IMPLEMENT

Objective

- Implement the project according to the plan.
- Assign tasks and responsibilities.
- Monitor progress and ensure alignment with goals.
- Maintain team communication and stakeholder engagement.
- Adapt to unforeseen challenges while staying within scope.

MONITORING & CONTROLLING

Objective:

- Track project performance and make necessary adjustments.
- Use Key Performance Indicators (KPIs) to measure progress.
- Conduct regular status meetings and updates.
- Identify and mitigate risks.
- Ensure quality control and adherence to deadlines.

CLOSURE

Objective:

- Conclude the project and evaluate its success.
- Conduct a final project review and evaluation.
- Document lessons learned and best practices.
- Handover deliverables to stakeholders.
- Celebrate successes and recognize contributions.



Key elements of Internal Communication

UNDERSTANDING ORGANIZATIONAL STRUCTURES & TEAM COORDINATION

What is an Organizational Structure?

An organizational structure defines how activities such as task allocation, coordination, and supervision are directed toward achieving project goals.

Effective Internal Communication Strategies

Effective communication is crucial for smooth project execution. Poor communication leads to misunderstandings, delays, and conflicts.

Principles of Effective Internal Communication:

- Clarity: Ensure messages are concise and easy to understand.
- Transparency : Keep team members informed about key updates.
- Active Listening: Encourage feedback and discussions.
- Consistency: Use structured communication channels.

Digital Tools for Internal Communication:

- Project Management Platforms, used to track tasks and collaboration
- Shared Documentation & File Storage, to centralise file and documents
- Instant Messaging & Virtual Meetings fore remote team work and communication.

Planning & Monitoring Strategies

CREATING PROJECT TIMELINES

A well-structured project timeline ensures smooth execution and helps teams stay on track.

Key Elements of a Project Timeline:

- Tasks & Deliverables: Clearly define project activities.
- Milestones: Identify major checkpoints in the project lifecycle.
- Deadlines: Set realistic timeframes for each task.
- Dependencies: Determine which tasks rely on others being completed first.

Tools for Project Planning:

- Gantt Charts – Visual representation of tasks, deadlines, and dependencies.
- Milestone Tracking – Break down projects into key progress points.
- Work Breakdown Structure (WBS) – Organizes tasks into smaller, manageable units.

Organizational Structures & Team Coordination

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REVIEW OF UPCOMING TASKS & RESPONSIBILITIES

Purpose: Ensure all partners are aligned on their next steps and expectations.

Overview of Key Deliverables:

- Upcoming project milestones (events, reports, activities).
- Responsibilities of each partner organization.
- Deadlines and submission requirements.

Common Challenges in Task Management:

- Miscommunication between partners.
- Overlapping or unclear responsibilities.
- Unforeseen delays and resource constraints.

Timeline & Resource Allocation

Defining a Project Timeline:

- Break down activities into smaller tasks.
- Set clear deadlines for each phase.
- Use Gantt charts or project management tools (Asana, Trello, Excel).

Resource Allocation Best Practices:

- Identify financial, human, and logistical needs for each task.
- Avoid overburdening specific partners distribute work evenly.
- Set aside buffer time for unexpected delays.

INTERACTIVE SESSION: DEFINING ACTION PLANS

Action Plan Template:

- 1.Task Name: provided by the application
- 2.Responsibilities: Assign specific tasks to team members.
- 3.Resources Needed: Identify funding, tools, or personnel required.
- 4.Deadline: plan them according to the application timeline.
- 5.Potential Risks & Solutions: Identify possible obstacles and mitigation strategies, to reach the WP scope on time.

Evaluation & Quality Control

Defining Key Performance Indicators (KPIs) and quality control mechanisms to track project progress.

KPIs measure project effectiveness and efficiency. Common KPIs include:

- Time Management: Percentage of tasks completed on time.
- Budget Adherence: Funds spent vs. budget allocated.
- Stakeholder Satisfaction: Feedback from partners or beneficiaries.
- Impact Measurement: How well project objectives are met.

Quality Control Strategies:

- Regular Progress Reviews: Conduct internal check-ins to assess project health.
- Feedback Loops: Collect input from team members and stakeholders.
- Risk Management Plans: Identify and mitigate potential project risks.

Reporting of Work packages activities

- The tools/techniques available to monitor and report.
- The timing of funding release.
- The actual cost versus forecasted cost.
- The categorisation of costs, including internal versus external resources.
- The implications for forward planning and potential impact on a change initiative.

Stakeholder Engagement

External communication involves interactions with individuals and organizations outside the project team, including:

- Funding bodies (e.g., Erasmus+ program, government agencies)
- Local communities & beneficiaries
- Partner organizations & NGOs
- Media & the public

MAPPING TARGET AUDIENCES & STAKEHOLDERS

Objective: Enable participants to develop a structured dissemination plan by identifying target audiences, crafting key messages, and selecting appropriate communication materials.

Identifying Key Stakeholders:

- Primary stakeholders: Direct beneficiaries (youth, trainers, educators, local partners).
- Secondary stakeholders: Policy-makers, funders, media, NGOs, general public.
- Multipliers: Organizations or individuals who can amplify your message (influencers, networks, EU platforms).

Understanding Audience Needs & Preferences:

- What information do they need?
- What are their preferred communication channels?
- What motivates them to engage with the project?

Dissemination & Communication

What is Dissemination, and why is it Important?

Dissemination refers to sharing project results with relevant audiences to maximize impact, visibility, and sustainability.

Key Goals of Dissemination:

1. Raise awareness of the project's objectives and results.
2. Engage stakeholders and beneficiaries.
3. Ensure sustainability beyond the project's funding period.
4. Contribute to policy-making and best practices.

Why is External Communication Important?

- Builds trust and credibility with stakeholders.
- Ensures project visibility and long-term impact.
- Strengthens relationships with partners and funders.
- Promotes transparency and accountability.

Key Message Framework:

- What? – What is the project about?
- Why? – Why is it important?
- Who? – Who benefits from it?
- How? – How can stakeholders get involved?

Crafting compelling content ensures the message reaches and resonates with the audience.

- Keep messages clear, concise, and impactful.
- Use storytelling: Show real-world impact with testimonials.
- Adapt content to different platforms (short videos for social media, long-form for websites).
- Use visual elements: Infographics, videos, and high-quality images increase engagement.
- Include calls to action: Encourage audiences to engage, share, or participate.

Key Elements of a Dissemination Plan:

1. Target Audience: Who are you reaching?
2. Key Message: What do you want them to know?
3. Channels & Tools: How will you communicate?
4. Timing: When will dissemination take place?
5. Responsibility: Who is in charge of each task?
6. Expected Impact: How will you measure success?

Step-by-Step Guide:

1. Define short-term & long-term dissemination goals.
 2. Assign responsibilities to different team members.
 3. Plan the timeline for social media campaigns, events, and reports.
- Integrate feedback loops for continuous improvement.

Tools & Channels for Effective Dissemination

Successful dissemination relies on selecting the right tools and platforms for reaching target audiences.

Online & Digital Channels:

- Social Media
- Project Website & Blogs
- Erasmus+ Platforms (SALTO, EPALE, EPRP)
- Newsletters & Email Campaigns

Offline & Traditional Methods:

1. Workshops & Events – Organize local information sessions.
2. Printed Materials – Flyers, posters, and brochures for community outreach.
3. Media Engagement – Press releases and partnerships with journalists.



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