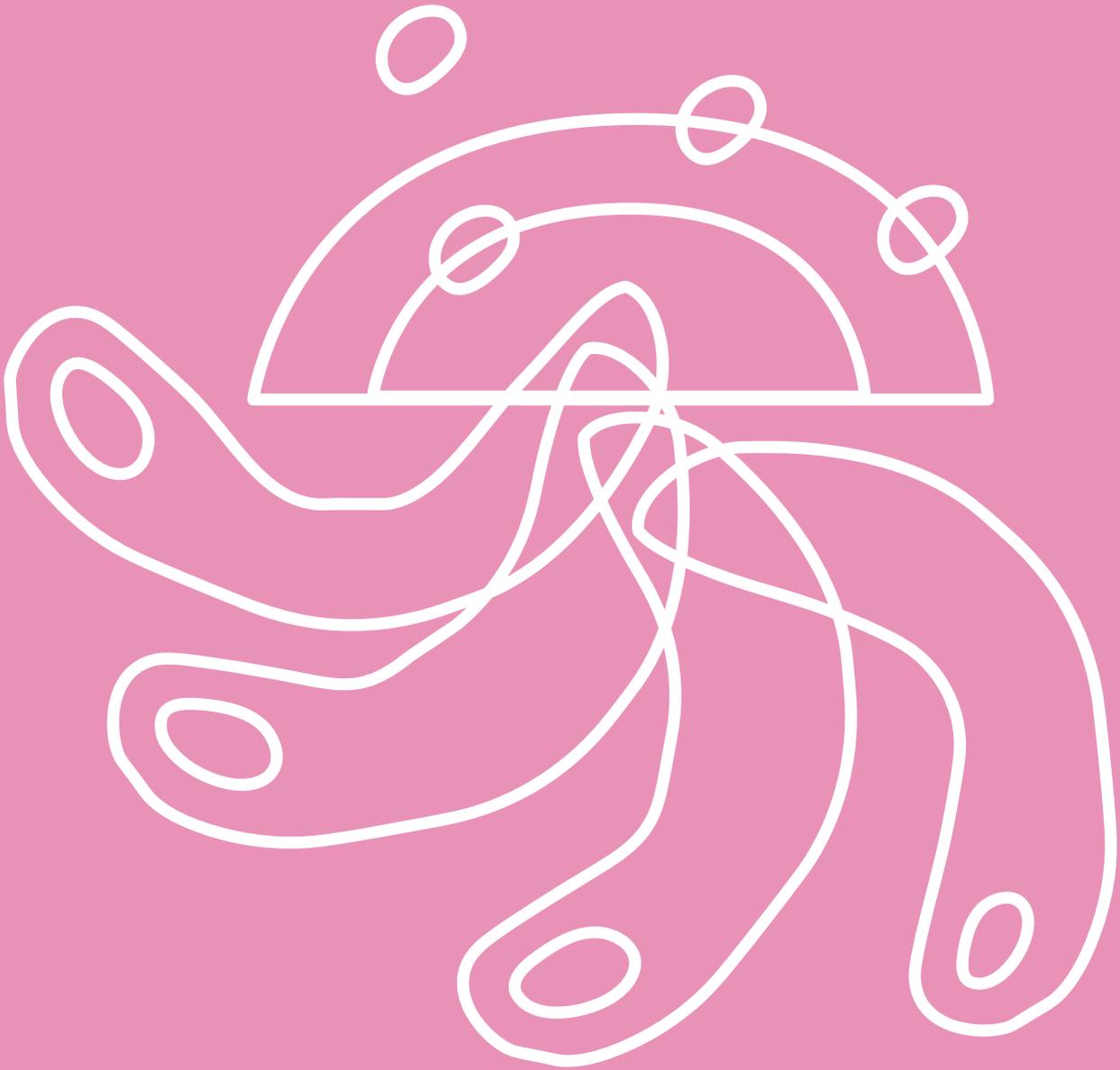


co·wonders



step 3 : develop

enlie

step 3 : develop

We analysed, we designed... and now it is time to develop, to make a long-term programme come to the real world. This is where your design becomes something tangible: **a learning action**, a series of activities, a project. It's the time to produce content, build tools, prepare facilitation materials, and structure the experience with care and strategy. Grab colourful pens and charts, we are about to start.

Define the activities of your programme. Ask yourself:

- Will it be a workshop, a course, a local action, a digital experience?
- How many sessions or phases? How long will it last?
- What tools or platforms do I need (in-person or online)?
- Are there special access or technical needs?

The learning flow. Develop your programme session by session. This helps create a logical and emotional journey for your participants, not just a series of disconnected activities (remember: this is an experience). This is vital for your participants to not lose the path of learning. Some questions to ask yourself:

- Does each session build on the previous ones?
- Is the progression understandable, engaging, and balanced?
- Are there enough moments for energy, reflection, and connection?

Long-term programmes development. In long-term programmes, the learning flow means building a sequence of activities that make sense over weeks or months; linking sessions to one another with common themes, tools, or rituals; and creating a visible structure so participants understand where they are and where they're going (i.e. a timeline map).

Eyes on the objectives, then the methodology. A common mistake is choosing the game or tool before checking if it fits the objectives of the programme. Take a moment and remind yourself of your objectives and ask what is the best way to achieve them. Then develop the tool or methodology that best fits.

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step 3 : develop

Communication, communication, communication. Yes, as your learning actions take form, so your information does too. Develop your communication strategy and remember about creating visual identity and materials (posters, logos, guides...); set-up communication channels (Whatsapp, Signal, Google Drive, website); planning regular updates, storytelling moments, and feedback loops; and, most important, communicate with partners and participants.

Meet MEL, our evaluation friend. MEL stands for "Monitoring, Evaluation and Learning". Design a good evaluation plan that includes quantitative and qualitative indicators; compiles ongoing feedback from trainers and pax; involves partners in the shaping of "what success looks like?"; and aligns evaluation with your objectives (see "Evaluate" section in CALOE).

Communication and evaluation should be ON from the start.

A common mistake is thinking that this is a middle or last-phase of our programmes, but in long-term projects these two are as vital as the activities.

Pilot project or MVP. To validate what works or methods and materials, or even to make some adjustments based on feedback, try a pilot project or a Minimum Viable Product. Take a group of friends, partners, young people and run a small activity or process and ask for their honest feedback. Test and improve before the implementation.

Use project management (PM) tools. A good long-term project has good coordination. This involves a need for project management. A well established PM will have an overview of the tasks and responsibilities in the team, deadlines, delivery dates, file storage, team communication, budgets, logistics and reports. You can use Asana, Trello, Notion or even Excel.

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step 3 : develop

Our key elements when developing:

element	to have into account
Activities format	Define delivery model (in-person, digital, hybrid), schedule, and structure.
Session planning	Create a session-by-session learning flow with logic and rhythm so it is clear and understandable for everyone involved.
Communication strategy	Build intentional, engaging, and human communication along the way.
MEL design	Build indicators, tools, and feedback systems to monitor quality from day one.
Pilot project or MVP	Run pilot sessions or testing moments with feedback from real users
Project management tools	Organise a holistic workflow, timelines, collaboration and documentation.

A last word on developing. This is the building of the pillars that will stand the show. Having a view of everything, from the front seat, backstage, ceiling and the parking lot, will give you the opportunity of understanding and implementing an excellent programme. Let's go for it!

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