

## **Organic Project Development**

A creative flow on the important aspects a project – from birth to scaling!



<https://pixabay.com/en/success-career-man-career-ladder-805552/>

*For good ideas and true innovation, you need human interaction, conflict, argument, debate. Margaret Heffernan*

Tags – Whole System; whole system design

Challenge: People who want to start a project often either run straight into doing, or try to find out “what it really really is” over a long period of time. There seems to be little knowledge about the phases of how a project is brought into live.

Solution: The organic project-development is a simple, easy to understand process explaining the phases of project development.

Trigger	Very often there is a positive/negative trigger in the life of a person. Understanding that helps to clarify “Why” a person is doing that project.
Need	From the trigger a need arises - a need is a sense of general unfairness or a gap between reality and a wish for something that a person wants to see in the world. When the need is big enough, a person reacts to it.
Intention	The intention is a persons/project deepest core desire of what they want to bring into life
Idea	An Idea is a general way of solving a problem
Concept	A Concept is a clearly structured and do-able way of solving a problem
Prototype	Prototyping is the action of doing what you want to do in a small scale
Start Up	The phase where a project is in early stage & builds its own structure,team, customers,...
Running Business	What more to say :-)
Scaling	The moment where a project is either made bigger/smaller or brought to another place.

### References:

Pioneers handbook (only in german)

Submitted by Pioneers of Change