### WORKSHEET

Foundation 4: How to plan and manage workflows and operations

[Lesson link](https://splicemedia.com/school-of-splice/foundation/04-how-to-plan-and-manage-workflows-and-operations)

What you do in media, both in output and in outcomes, must match the needs of the people you're trying to serve. Start with the outcome you want. Then figure out the steps — or the output — you need to get there.

## **1. Building a workflow around the outcome you want begins with**

1. Restating your mission

2. Assessing your story — or whatever product it might be — against that mission

3. Listing the outcomes you want from that product

4. Finally, listing the actions you want your audience to take so you can achieve those outcomes

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## **2. Think of five ways to execute against your mission without having content in there.**

For example, if you're a media company built around LGBTQ rights, you might want to shift government policy around a specific issue, or to raise funding for a community activity around inclusion.

These would be your **outcomes**.

Now write down your list of five **outputs** that speak to your mission — and remember, don't put content in there. (But if you have to, put it down as number five.)

## **3. Now pick any one output from your list above and figure out how to operationalise that in a workflow.**

1. Write down every single step. Use verbs so you have tangible steps, like

**1. create** a wireframe

**2. commission** a story

**3. hire** a writer

**4. segment** a mailing list…etc

2. Now look for ways to take out 20% of steps from that process.

Could you do that with automation — what tools can you use to **automate** those few steps?

For example, could you use Zapier to notify you on Slack every time a new member signs up? Or when someone comments on your website so you can respond more quickly? (Yes, you ARE supposed to respond 😊) Are there ways to automatically update the home page whenever a new story is posted?

## **4. As you distill your process, one thing should start crystallising in your head: the outcome. Does this process help you create the outcome you want? Remember, outcome is not output.**

Ask yourself — what are three things you need to do, or to review, in order to optimize your processes for efficiency?

These could be

- Cutting down the steps it takes to create a social post

- Removing unnecessary steps in making a bank transfer to pay your freelancers

- Reassessing how many stories you really need to do every week in order to be useful and relevant to your audience

- Reducing the number of meetings that could just have been done on emails, or Slack

## **5. What does success look like? How can you measure it?**

You need to measure if your workflow is indeed creating the outcomes you want. Measure the success of these outcomes. (By the way, if you end up counting just page views, you might want to go back and think this through again.)

For example, take a town in Indonesia affected by the climate crisis. If your mission is to address the problems around how the crisis is affecting them, a successful outcome might mean that they were able to, say, affect policy, or agree on a plan for mobilising people in an emergency.