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IMMERSE INNER  
CIRCLE  
MASTERMIND  
6TH CYCLE  
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**IMMERSE CONSCIOUS  
CHANGE-MAKING  
PROJECT BRIEF**

# INTRODUCTION

The Conscious Change-making project (CCMP) is one of IMMERSE Coaching Company's transformative models, which provides members of the IMMERSE Inner Circle an opportunity to reach out and give back to their society. Through the Conscious Change-making initiative, members from various Growth Pathways and Membership Plans collaborate to carry out impactful projects for the benefit of their selected community



# OVERVIEW

The CCM project has become a remarkable part of the IMMERSE Inner Circle experience, with outstanding projects being celebrated alongside the project team. The CCM project choice is totally based on the members' preference as all projects will be planned and executed by members across different Growth Pathways and/or Membership Plans. However, the selected CCMP must be significant and have a long-term impact on the beneficiaries.

Things to note:

- The CCMP discussions would be held in the learning community for transparency and accountability
- The projects to be executed will be selected from the suggestions made by members of each Growth Pathway or Membership Plan (a vote should be carried out by the members to determine the final project to proceed with, based on majority counts).
- All projects are subject to approval by the IMMERSE CCMP Jury

# PROJECT APPROVAL CRITERIA

The project approval criteria are highlighted below; selected projects must meet these criteria before they can be approved.

- Meeting community needs: The project should meet or serve the selected community's (beneficiary) needs.
- Relevancy: The project must be seen as relevant to the beneficiaries. The project team will need to learn about the real needs of the beneficiaries and what can be done to help with those needs.
- Impact of the project: The project must be measurable, impactful, significant, and have a long-term influence on the beneficiaries/community.
- Project Plan: The project manager or assistant project manager must clearly state the project plan/details on the Pre-project form.



# PROJECT TYPES

The project types outlined below are to assist members in making decisions. Please note that members are not limited to this list; therefore, projects that are not specified below can be carried out as long as they match the approval conditions.

## Education

- Build toilet facilities for a public school,
- Provide writing materials for Special schools.  
E.g Blind school,
- Provision of desk and chairs for school children,
- Creation of a library/reading corner,
- Creation of a book bank for charity,
- Scholarship for out of school children,
- SproutWoman Subscription scholarship,
- IMMERSE Inner Circle scholarship

## Community Outreach

- Renovation/Repainting of old people's homes or orphanages,
- Reading centre/library in orphanages, schools,
- Water facilities in schools or less privileged communities,
- Sensitization visits to communities to orientate beneficiaries on specific topics

## Hospitals

- Purchase of hospital equipment for public hospitals
- Payment of hospital bills/Medical or Hospital Outreach



# ROLES AND RESPONSIBILITIES

PM

## **Project Manager**

Leads the team by engaging with members in the planning and execution of the project

AP

## **Assistant Project Manager**

Assists the project manager, gives project reports and communicates effectively with the project team and support coach

FM

## **Financial Manager**

Keeps detailed records of the money contributed by members, gives reports on all financial matters, and provides accountability in relation to the money donated.

CC

## **Community Champion**

One selected as the point of contact in the community where the project is being executed

SC

## **Support Coach**

Provides support function to the Team in the execution of the project



# FINANCING

- Subscribed members will be responsible for funding the project on their own, either through contributions, sponsorships, or donations.
- Donations can be made to one of the project leaders' accounts, and all funds will be properly accounted for by the project manager and the financial secretary.
- Appreciation and acknowledgment letters from beneficiaries must be sent back to the IMMERSE office in Yaba Lagos. Hence, it is advisable to include the cost for the waybill of these documents.

NB: It is important to note that soliciting contributions from organizations is not permitted



# PHASE 1 - RESEARCH AND BRAINSTORMING



## PROJECT PHASES

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- Collectively choose a community that would serve as the project beneficiary.
- Carry out a survey on possible projects that would benefit their chosen community.
- Collectively choose a community project of their choice
- Determine what problem they will be solving with this project.
- Determine the outcome of this project.
- Determine the project evaluation indices (i.e., what metrics or statistics will be used to determine the project's success)





# PHASE 1- RESEARCH AND BRAINSTORMING

- Determine the deadlines that have to be met for the success of the project. (And include plans to meet this deadline.)
- Find out the resources needed for the execution of this project (including the plans for getting them)
- Determine the financial cost of the project (Give a very detailed and convincing budget)
- Forecast the issues that might arise in the course of execution.
- Decide on the manpower/human resources that will be required for the execution of this project and what their roles will be.
- Determine the authorization that is required

## PROJECT PHASES

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# PHASE 2 - PROJECT PLANNING, FINANCIAL CONTRIBUTIONS, AND EXECUTION



## PROJECT PHASES

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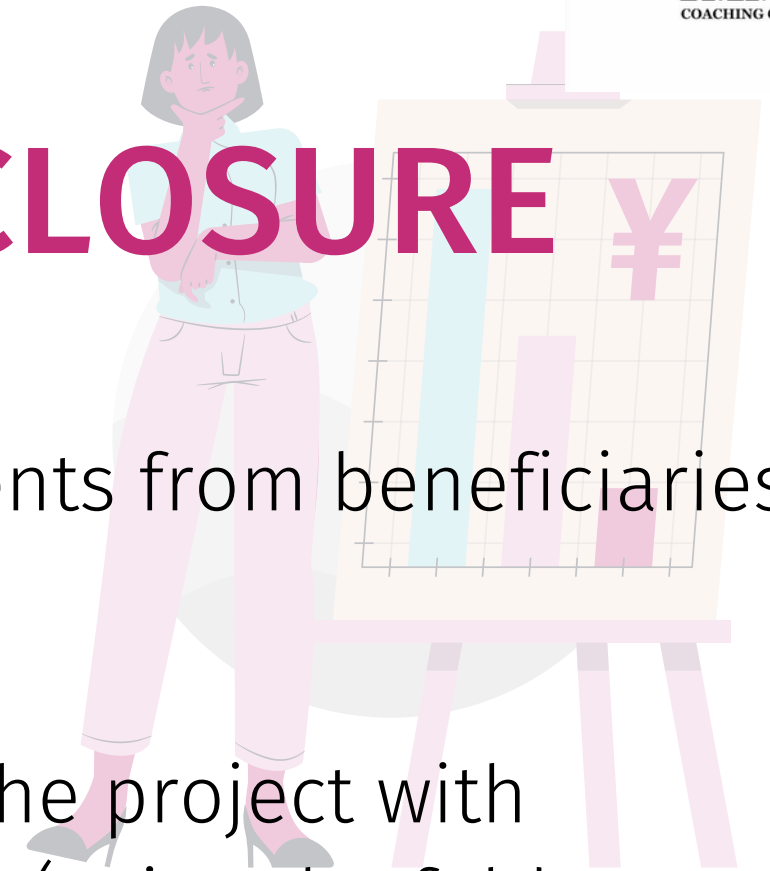
- Utilize their problem-solving skills to plan and prepare for the community project.
- Organize, implement and oversee projects from start to finish.
- Submit a detailed project plan using the template provided by IMMERSE Coaching Company (See Appendix 1).
- Carry out fund-raising activities
- Contact guest speakers, media, artisans, and other people as needed.
- Seek authorization from the community head, local government, beneficiary, or group head where required
- Execute Project
- Contact the manpower/human resources that will be required for the execution of the project

# PHASE 3 - PROJECT EVALUATION AND CLOSURE

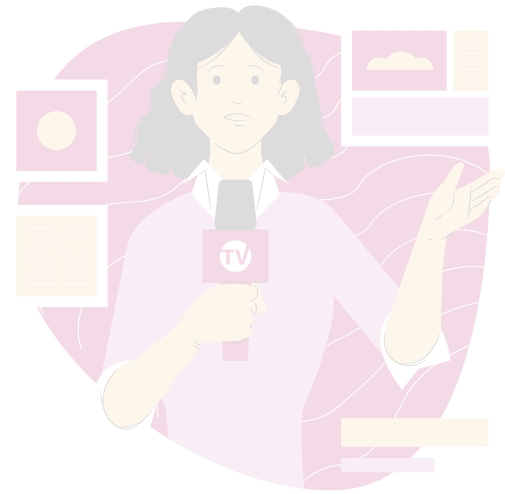
- Present thank-you letters or any acknowledgments from beneficiaries to IMMERSE Coaching Company.
- Share pictures and every documentation from the project with IMMERSE Coaching Company and the Beneficiary (using the folder provided).
- Send the hard copy of the appreciation and acknowledgment letters from beneficiaries back to IMMERSE office; Peace Mass Transit Building, 18 Ikorodu Road, Jibowu, Lagos State.
- Evaluate the impact of the program on the beneficiary/beneficiaries (using the project evaluation guideline on page 14)
- Celebrate their Achievements.

## PROJECT PHASES

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# REPORTING SYSTEM



The Project Manager will be responsible for ensuring that the Support Coaches and the IMMERSE Conscious Change Making Project Team are informed about all of their plans.

The following reporting system will be used:

## Pre-project form

To be filled by the Project Manager or Project Assistant Manager before project execution for approval by the IMMERSE Conscious Change Making Project jury (see appendix 1 for link).

## Post-Project form

Documentation on project overview, actual impact of the project and feedback from beneficiaries To be filled by the Project Manager or Project Assistant Manager immediately after the event (see Appendix 2 for the link)

## Financial Report

To be compiled by the Financial Secretary.  
See appendix 4



# REPORTING SYSTEM



Note: The submission of hardcopies of appreciation letters and acknowledgment letters from beneficiaries back to IMMERSE office in Yaba Lagos is a criterion for the project's evaluation and acknowledgment. Failure to do so may result in the project being disqualified.

## Final Project Report

- Every documentation used from start to finish of the project,
- The project's extensive financial report (using the template in appendix 4)
- Pictures and other media evidence
- Project impact evaluation report based on the project team's interaction with the community champion.

# POST- PROJECT ACTIVITIES



The Project Manager should document this as reported by the community champions and submit it as part of the documentation in the final project report folder. This report should be properly labeled and submitted in PDF.

## PROJECT EVALUATION:

The goal of this is to evaluate the project and its impact. The project team can ask the following questions to guide the conversation with the project's community champion

- Is the project thriving?
- What is the feedback from beneficiaries?
- What is the impact of the project?
- How has the project impacted their way of life?
- Are there other pain points that the project has resolved?
- What other comments or advice do they have?

# APPENDICES

## Appendix 1

<https://bit.ly/IMMERSECCMPPre-projectform7>

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## Appendix 2

<https://bit.ly/IMMERSECCMPPost-projectform7>

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## Appendix 3

<https://bit.ly/IMMERSECCMPTimelines>

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## Appendix 4

<https://bit.ly/IMMERSECCMPfinancialtemplate>