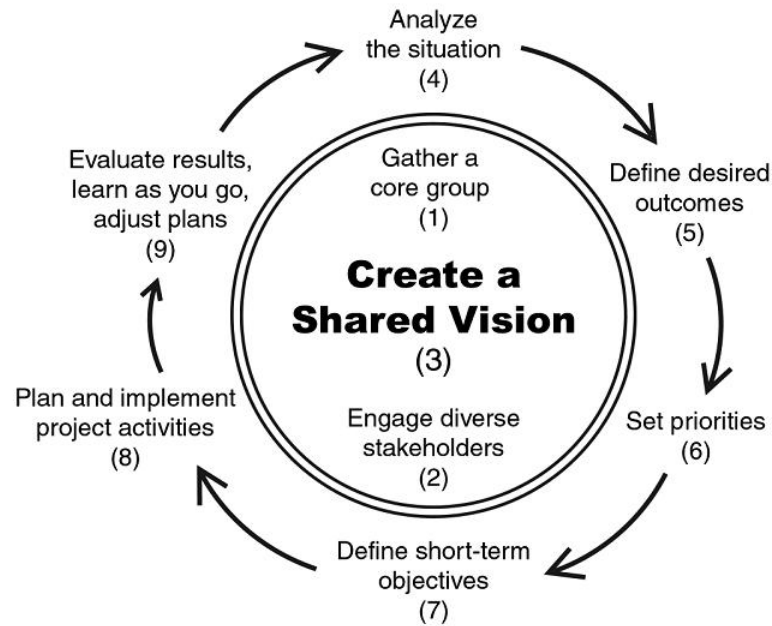




New Leaf Tools and Services Offered at Each Phase of the Food System and Agriculture Development Process

New Leaf can assist your organization or project at any phase of the development process.



Organizing Phase (Steps 1–3)

Establish a core group and working group. Make sure all stakeholders are represented. Create a vision and mission. This is the foundation; it must be strong.

New Leaf Tools and Services Offered:

- Workshops to develop vision and mission statements
- Assistance in organizational development, including stakeholder and force-field analysis
- Developing leadership
- Creating organizational structure
- Establishing online project management and communication systems

Information-Gathering Phase (Step 4)

A complete situation analysis requires gathering and analyzing data (trend analysis, projections, challenges, and opportunities).

New Leaf Tools and Services Offered:

- Surveys and statistical analysis
- Indicator development and benchmarking
- SWOT analysis (analysis of strengths, weaknesses, opportunities, and threats)
- Inventories of resources and infrastructure

Decision-Making (Strategic Planning) Phase (Steps 5–7)

Strategic planning involves defining desired outcomes (based on vision and mission), setting priorities, defining short-term objectives, and setting benchmarks. Depending on the scale and scope of a project, strategic planning may be accomplished in a series of meetings or in a one- or two-day conference or summit.

New Leaf Service Offered:

- Facilitating a one- or two-day summit (sometimes referred to as a “Future Search” conference) at which goals are prioritized and made operational in the form of objectives and project identification

Project Development Phase (Step 8)

Projects that meet the objectives and goals of the initiative are often identified in the summit. They then need to be fleshed out and committees created to undertake activities.

New Leaf Tools and Services Offered:

- Project design
- Feasibility studies
- Market research
- Coaching on project implementation

Note: Retainers can work well in this phase

Project Evaluation (Step 9)

Are we on track? Did we hit our benchmarks? Is the project having the desired impact? How do the results of evaluation inform the future of the project? You can’t answer these questions without a formal evaluation program.

New Leaf Tools and Services Offered:

- Reality checks throughout the process
- Formal end-of-project evaluation and recommendations
- Long-term impact analysis