1. Write your team members’ names.

2. Character Profile. Quickly sketch the person you’re working to serve with your intervention or event.

3. Event Headline for Intervention. Write a short, quick phrase that describes the main event or key intervention.

4. Desired Outcomes. List 2-3 major outcomes you want to observe as a result of your event or intervention.

5. Visualize. Create a rough draft visual representation of your proposed event or intervention. Add as much detail as you can.

6. Feedback. Give and get input on your proposed event or intervention using the following:
   - What works for you?
   - What suggestions do you have?
   - What questions do you have?

7. Iterate. Take the feedback you got in Step 6 and make any changes to the visual you created in Step 5.

8. Success Statement. Write a short headline that captures the essence of a “home-run” implementation.

9. Timeline. Lay out interim dates and high-level milestones of progress toward implementation.

10. Benefits. List the benefits, or the ways your event or intervention will promote Deeper Learning.

11. Challenges. List challenges you might face in getting your idea implemented.

12. Support Needs. List the resources and/or support you’ll need to ensure successful implementation.