

## 2016-2017 Leadership Rockford Group Project & Presentation Requirements

Each group will have 10 minutes to present their project at the end of year wrap up on May 12, 2017.

Presentations must include the following:

- Industry overview (both industries)
- SMART Objective
- SWOT Analysis of Objective & Areas of opportunity for collaboration
- Recommendation to solve SMART Objective including how to engage each “color” in implementation

Presentations should be accompanied by a detailed written report (can be visually appealing) including the following:

- Industry overview (both industries)
  - Role in Rockford
  - Key players in Rockford in industries (2-3)
  - Area of strength that will lend itself well to the SMART Objective Recommendation
- SMART Objective
  - SMART Objective should be a very specific, measurable, attainable, and realistic. Because this is a proposal, a timeline for implementation should be included in the report but does not have to be included in the objective.  
*Example: Using strategies and strengths borrowed from the non-profit and construction industries, a bicycle-friendly “hub” to include education, access, and storage will be created in downtown Rockford.*
- SWOT Analysis for objective from each industries point of view (SWOT stands for Strength, Weakness, Opportunity, Threat)
- Detailed Recommendation to solve SMART Objective including:
  - Project needs (including basic budget for funding)
  - Desired outcomes
  - Proposed timeline (not tied to specific dates)
  - Benefit of successful implementation (how will we know it succeeds?)
  - Benefit of successful implementation to community
  - Recommendations for project engagement based on color

Reports are due May 5. All reports will be uploaded to [www.leadershiprockford.com](http://www.leadershiprockford.com) before May 12.