zoe institute for future-fit economies

WELLBEING ECONOMY ALLIANCE

# Creating your Project Team

**Laying the foundations of your wellbeing economy project**

## About the guidance

If you are considering embarking on a defined project to implement a Wellbeing Economy Policy Design process, this guidance offers suggestions to help you put the best team in place to deliver this. This should help you to shape project plans and budgets, as well as in building your team.

Of course, the project will depend upon meaningful partnership relationships and stakeholder engagement beyond a core project team: for more guidance on these aspects please see **Aligning institutions & stakeholders for wellbeing.**

As emphasized throughout the Wellbeing Economy Policy Design Guide, these processes are highly contextual, and the shape and skillset of teams will necessarily vary depending on the place, context and objectives that you have.

However, based on the learnings from four diverse pilot projects which were carried out in 2021-22, it is possible to identify common skills and knowledge areas that can be recommended for most scenarios.

## Experience to prioritise within the team

| Skills | Knowledge |
|---|---|
| Design and delivery of co-creative, participatory facilitation | Community development theory and practice |
| Stakeholder management | Design thinking |
| Project management | Wellbeing Economy theory and practice |
| Communications | Local knowledge (of stakeholders, institutions, norms and history) |
| Language skills relevant to communities you intend to work with | Campaigning/How change happens |
| Policy design | Budgeting processes (applicable to your local context) |
| Patience and active listening | Policy development processes |

You may also wish to consider any specialised experience, particularly experience in working with the groups that are a priority for your project. For example, if you intend to work with children and young people it would be wise to bring early years' experience into your team. Likewise, if you intend to work with Indigenous communities, you could prioritise bringing someone from those communities into the team from the outset.

You also want to make sure you have assembled a team that brings a diverse set of perspectives, knowledge, and backgrounds. They may also bring representation of different networks in the community.

For the success of the project, you also need to put some strategic thinking on time management. "How many team members do you want to be involved with? Do you have enough people on your team to deliver the work?"

When needed, you can utilise your current network to identify more people who are interested in the project.

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