***Instructions:*** *Review the attributes of the proposed Idea against the**criteria that define a Project versus an Operation to determine whether the Idea should be carried forward for implementation or execution as a Project, or consideration as a new Operation.*

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| **Idea Name:** |
| **Criteria** | **Projects** | **Yes****√** | **Operations** | **Yes****√** |
| **Purpose** | Start a new business objective |  | Run, maintain or sustain a regular business processes, systems, activities or business objectives. *(Hint: The regular administration of a successfully completed project often becomes an operation.)* |  |
| **Duration** | Temporary, i.e., definite beginning & ending; once objective is achieved, the project is completed & terminated. |  | Ongoing and permanent to support the organization. |  |
| **Output** | Unique (i.e., one-time) product, service, or result |  | Repetitive, i.e. continuously produces same product/service/output |  |
| **Budget** | Fixed and allocated specifically to support the effort. |  | Must earn profit (or break-even) in order to sustain itself &/or help run the organization or the associated activity; considered part of the organization’s overhead/administration budget. |  |
| **Total** |  | **Total** |  |
| **The *IDEA* is best characterized as (check ONE):****a PROJECT \_\_\_** **or** **an OPERATION \_\_\_\_**  |