NABIL AHMED ALKHADHER

THE WRITER

THE EIGHTH BOOK

THE CREATIVE PROJECT

Writing as a project

The Writer

The Eighth book

The creative project

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Damanat Foundation for Human Rights and Freedoms

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Contents

Dedication

There are people who have a lot of knowledge and culture, but they remain as they are, humble and beautiful, and always seek to benefit others.

He was one of the people who contributed to building my cultural and creative capabilities since I was a trainee in the cultural management programs at Al-Mawred Al-Thaqafi, entitled Cultural Management and Artistic Marketing in Madaba, Jordan, 2008. She was the special trainer for the program, and then one of the trainers in the Emkan program for cultural pioneers in the Arab world in Beirut, Lebanon, 2016, and then a trainer for me in another training program at the "Work for Hope" Foundation through a program on managing cultural projects in countries suffering from conflicts for cultural activists in the Arab world in Beirut also years later.

My esteemed professor "Abdullah Al-Kafri", who now manages the Ettijahat Foundation, is not only a professor to me, but he was close enough to become a dear friend.

<div align="center">

Abdullah Alkafri

Thank you very much

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Introduction

The first book in this series talks about the qualities of a successful writer such as being creative, challenging, expert, talented, brave, wise, methodical, enthusiastic, decision-maker, professional, sensitive, confident, cooperative, sophisticated, precise, unique, competitive, successful, patient, free, hardworking, simple, objective, realistic, rational, innovative, humble, self-sufficient, honest, controlling, clear, flexible, independent, steadfast, flowing, futuristic, reader, adventurer, analyst, initiator, capable, good listener, interactive, positive, specialized, quality assured, master of his position, thinker, open-minded, healthy, passionate, ambitious, prepared, disciplined, understanding, dreamer, healthy, focused, specialized, participating, innovative, secure, happy, skeptical, skilled, productive, possesses an idea, possesses a unique language, and experienced.

In the same vein, the first book talks about the writer having knowledge of his creative environment, being able to continue, enhancing his strengths and addressing his weaknesses, being able to visualize creatively, being able to identify the gains from his creative project, believing that experiences help him grow, become professional and experienced, focusing on activities and doing them at the lowest cost, being able to act in a constructive manner, being able to communicate positively, growing and fruitfully, being aware of the diversity of tastes, understanding differences, being aware of the reasons for rejection and addressing them, and being able to present a complete idea.

The first book talks about the writer having to understand values, rules, people, situations, laws, statutes and societal norms, and realize how to invest in his creative environment, and enjoy the presence of a strong and

growing literary industry in his creative environment, and never stop asking questions, and welcome all different points of view, and realize that every opinion is important, and know where to get his sources from, and realize that he is not the knower of everything, and cooperate with specialists in various creative arts, and respect the opinions and decisions of others, and promote diversity and foster uniqueness.

The first book talks about the writer having broad interests, aspirations, experiences, information, relationships and readings and realizing that he is the master of the situation and able to access the resources he needs and the writer obtaining training opportunities or fellowships in his field of creative specialization and the writer joining creative networks and alliances and non-governmental institutions specialized in creativity and focusing on his effective digital activity on the Internet and not afraid of the new or the difference or the difference and able to make his decisions on the personal, family, social or creative level and able to build a positive, creative, successful, growing and influential personality for him in the digital world and not selective and accepts criticism and enjoys the skills of criticism and has a goal and a message and realizes that his success is a win for everyone and is cautious within his creative project.

In the field of management, the second book in the series of books on writing as a project, entitled "The Capabilities of a Successful Writer," discusses that the writer should be able to manage adaptation, manage negotiation, manage balance, manage stress, manage anger, manage tolerance, manage conflict, manage self, manage team, manage negative emotions, manage change, manage evaluation, manage emotions, manage risk, manage content quality, be able to manage participation, manage monitoring, manage analysis, manage his creative project, manage priorities, manage information, manage

motivation, manage anxiety, manage research, manage pressure and stress, be able to solve problems, manage brainstorming, and manage difficulties and obstacles as an essential part of the success of his creative project, manage planning, manage time, and be able to manage and achieve expectations, manage relationships, and manage the reasons that hinder his creative career. The writer should have the ability to understand and manage the audience.

The third book in the series of books on writing as a project, entitled "Skills of a Successful Writer," talks about the importance of the writer being a creative writer who has understanding, knowledge, and thinking, and is able to get inspiration, generate ideas and concepts, have his own voice, possess diverse story ideas, experience all the details, be able to build a story, create a story scene, create and manage conflict in the text, create a plot, design creative mind maps, build good characters, write good dialogue, care about his own creative text, be able to write suspense, excitement, and imagination, and be able to develop the plot and talk about the writer being able to deal with types of writing such as mythology, history, horror, family, comedy, hero and villain, and invent personal solutions that contribute to his success, such as self-printing, self-distribution, and self-publishing, and accept to avoid caveats, be able to present well, adhere to deadlines, and possess professional marketing skills.

The fourth book in the series of books on writing as a project, which talks about the writer as a creative leader, will talk about the writer as a creative leader and what are the characteristics and details of leadership, especially within the creative writer project.

In the fifth book of the Writing as a Project series, we will talk about the writer as a digital creator and discuss how the creator benefits from the

Internet in the field of publishing, public relations, knowledge enrichment, digital marketing, direct access and interaction with readers, archiving and making creativity available, and global access and protection.

The book discussed how the creator benefits from stakeholders from his creative experience on the Internet through peers, governmental cultural institutions, state institutions, publishing houses, institutions sponsoring creative competitions, local civil society institutions, regional and international institutions, media outlets, film, radio or drama production companies, the private sector and the local community. The book also discussed ways for the smart creator to invest in the Internet through public and open international training sites, semi-private sites, private sites, regional sites, specialized sites, regional and international university sites, commercial sites and temporary training sites. The book discussed the obstacles facing the creator to benefit from the Internet, such as infrastructure, geographical differences, gender differences, freedom of expression, the digital gap, the disparity between resources, the social obstacle, the language obstacle and the personal capabilities obstacle. The book will discuss the creator as a digital creator and whether there are activities that contribute to the success of the creator from benefiting from the digital environment, such as spreading creativity digitally, societal awareness of the importance of creativity, digital movement of creativity, enhancing the positivity and participation of the individual receiving creativity, enhancing digital effectiveness, localizing technology, bridging the digital gap, ensuring the good use of the digital environment in the service of creativity, enhancing the digital skills of the creative creator, participating in marketing creativity, measuring creativity digitally and on In the same vein, the book discussed the role of the digital environment in

promoting and increasing the influence of creators on social networks such as Facebook, Twitter, blogs, websites, Internet channels and radio stations, and ways to activate the role of the digital environment in protecting creators and digital security.

In this book, part of the series of books on writing as a project and entitled The Project, the book will discuss the importance of the project's existence in the first place, its comprehensive picture, its good, comprehensive, and verifiable vision, its clear, easy-to-understand, accessible message to the public, its implementation and verification, positive values, the importance of the goals it wants to achieve, the presence of positive partnerships for the project, the presence of committed leadership, the presence of a project work plan, the ability to determine the priorities of the creative project, analyze the current situation, the effectiveness of project workers, obtain funds, understand and apply planning well in the project, ensure good implementation of plans, and that planning translates the project's message, ensures good analysis of the project, ensures good design of project plans, the ability to share project plans, ensures that planning contains clear frameworks, comprehensiveness of planning for all project details, ensures that planning translates the project's mission, vision, and message, knows the strengths and weaknesses of the project's plans, ensures indicators for achieving the project plan goals, the presence of the project's understanding of the environment surrounding the planning process, and the project's ability to enhance collective participation in planning.

The eighth book in the Writing as a Project series focuses on ensuring sound project management such as managing human capacity, managing financial capacity, institutional capacity, managing operations and control, managing project communication in a positive and effective way, managing delegation,

finance, information and partnerships, managing positive project ethics and practices, managing meetings and workshops, managing communication, negotiation, competition, balance, stress, anger management, tolerance, conflict and negative emotions, managing change and emotions, quality management, participation, monitoring and analysis, creative project management, managing priorities, information, motivation and anxiety, research management, stress management, brainstorming, managing difficulties and obstacles, planning management, managing expectations and relationships, managing audiences, and ensuring positive project practices such as transparency, information availability, project accountability , caring for the team, sustainability, quality, promoting participation, smooth termination, security and safety, generating ideas and project flexibility.

The book focuses on the project and finance and knowing whether the project is able to assess the needs and material assets and know the needs and assets necessary for implementation and the ability to deal with money rationally and implement good financial management for all financial procedures and that the project is able to design good budgets and subject the budgets to regulatory standards and ensure the standard of financial transparency and ensure the team's participation in setting and monitoring the budget and subjecting the budget to a timetable and the budget is flexible, sound and credible and the project has professional financial management and the budget's compliance with financial and accounting laws and rules and the financial management's compliance with the procedures that ensure the quality of the financial operations and ensure the good and free flow of financial information and anticipate financial problems and propose solutions for them and the continuity of planning and work to obtain funds for the project and subject financial operations to review and audit and ensure

the quality of financial reports and the project's interest in all elements of financial management and its application and ensure rational management in dealing with financial resources and ensure control over spending from the available funds items.

The book is concerned with knowing the project and financing, whether the project has a financing strategy, developing sources of income and resources, diversifying sources of financing, the skills needed to request and write financing requests, assessing future financial needs, the existence of financing strategies, developing sources of income, building capacities in writing financing requests, positive and fruitful communication with donors, clarity of the financing objective, choosing the appropriate timing for submission, the ability to convince donors, the ability to write successful project proposals, whether the project meets donors' priorities, the accuracy of budgets in financing requests, adherence to donor standards, the response of the financing request to donors' questions, and the compliance of budgets with donor laws.

The book answers how the project strengthens its relations with donors in a positive way and ensures the success of the funded project and that the creative project achieves the importance of creativity and the importance of providing funding for it and realizing that support is a right of creators and knowing the methods, policies and ethics of applying for funding and knowing the reasons for strengthening the success of the project in obtaining funding and working on them and how the project cares about meeting the criteria and conditions of donors and focusing on the limits of the funds available to the funding agency and knowing the issues that donors care about and the possibility of the creative project serving them and knowing the type of grant and its specificity and suitability for the creative writer's

project and knowing the geographical area that funders care about and whether it includes the area of implementation of the creative project and knowing the projects supported by donors and the existence of a desire on the part of the writer and the project to request funding and the extent to which the project meets the technical and artistic requirements in requesting grants and knowing the target group for funding and adhering to the deadlines for submission and the ability of the project to implement the funded project and participate in providing funding and meeting the requirements of donors and demonstrating its financial, administrative, skill and creative capabilities when requesting funding. The book focuses on the project and sources of funding such as the government and local and national non-governmental institutions sponsoring arts, culture and creativity and companies. Business, individuals and society.

The book discusses the project and public relations, such as developing ways of advertising and reaching the target audience, enhancing and involving the community in the creative writer project, and being distinguished by comprehensiveness, objectivity and credibility in dealing with the public, respecting their diversity and opinions, and the compatibility of the priorities of the creative project with the priorities of the community, and increasing the products of the creative project to meet the needs of the public, and interacting with community issues, and informing the public of the details of the creative project and knowing their roles in its success, and ways to build trust between the creator, the creative project and the community, and dealing with the public transparently, and the role of the creative project in empowering the community, and the project's dealing with partners and stakeholders, and developing positive, growing relationships, networking, partnership and alliances with stakeholders through advanced, positive and

diverse partnerships, and the importance of the project having plans to facilitate and activate participation activities and develop partnerships, and to be successful in effective and continuous coordination, developing teamwork and directing the behavior of individuals, communities and the work team as stakeholders.

The Writing as a Project series is a series that works to demonstrate the importance of the writer forming himself, his texts, his writings, and the project for his success and the success of his creative experience as a whole.

Creative Project

There are many components that make up the details of a successful project that is capable of influencing and sustaining. In the following lines, we will identify the details of the project and find out whether they are compatible with the writer and the literary and creative project he is undertaking. These components include the following:

Project existence in the first place[1]

One of the most important characteristics of a good project is its existence in the first place. The absence of a project means the absence of the need for all the remaining details. The writer who plans to succeed in his creative career must have his own project and plan all his activities, whether in the idea stage, the stage of searching for information that enriches it, or in the stage of creative flow in writing and up to rewriting, and then marketing the text, printing it, publishing it, and reaching readers. Then the writer invests in the success he has achieved through the texts he has created and that have reached readers and created a name for him in the local, regional, or international literary street. The writer who is working on creating his own creative project is supposed to work on answering the questions that show whether he has a good project or not, including:[2]

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[1] https://a5dr.com/bookidea/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D9%88%D8%AC%D9%88%D8%AF-%D9 %85%D8%B4%D8 %B1%D9%88%D8%B9-%D9%81%D9%8A-%D8%AD%D9%8A%D8%A7%D8%A9-%D8%A7%D9%84%D8%A5% D9%86%D8%B3%D8%A7%D9%86/
[2] https://uqu.edu.sa/juc/80605

1. Does the writer have general information about his creative career that he can add to his project to enrich it and make it easier to design?

2. What creative projects has the writer thought of? What is the most appropriate project for him and the most suitable for his creative Did the writer choose the most appropriate project for his creative career? Did he receive advice from those around him in this selection?

3. Did the writer consult those around him about the form and type of project that would be most appropriate for his literary career? Did those around him help him in designing the project, its activities and events?

4. Is the project innovative and creative in its activities and events?

5. Does the selected project promote diversity and inclusion in decision-making?[3]

6. Does the writer's creative project contain solutions to obstacles that could hinder the project?

7. Does the writer have the experience and skills that will help him implement the creative project with quality and effectiveness?

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[3] https://accuratesystems.com.sa/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A5%D8%AF%D8%A7%D8%B1%D8%A9-%D8%A7%D9%84%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9/?lang=ar

8. Is the writer's creative project flexible enough to change and modify according to the developments in the project's implementation on the ground?

9. Does the writer and the project accept criticism and advice from others to modify, develop and add to it?

10. Does the project help the writer and those around him to change and express himself?

11. Does the project include details of the writer's payoff if implemented?

12. What types of risks does the project involve that need to be decided upon?

13. Does the project have the conditions and circumstances for its success? And how can they be achieved?[4]

14. Does the writer's creative project benefit his creative experience and increase the acceptance rate of the beneficiary readers of his experience and the project?

15. Does the project fit with the writer's creative streak?

16. What is the proposed location for the writer's creative project?

17. What resources does the writer need to implement the project?

18. What local expertise and infrastructure can help implement the project?

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[4] https://sawt-alamal.net/2021/08/14/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D9%88%D8%AC%D9%88% D8%AF-%D8%A7%D9%84%D9%85%D8%B4% D8%A7%D8%B1%D9%8A%D8%B9-%D8%A7%D9%84%D8%B5%D8%BA%D9%8A%D8%B1%D8%A9-%D9%88% D8%AC%D8%AF%D9%88%D8%A7%D9%87%D8%A7-%D8%A7/

19. What categories does the project target as partners in its implementation?

20. What categories does the project target as beneficiaries?

21. Are the project and its activities agreed upon between the writer and his partners?

22. Does the project focus on standards and priorities when implementing it?

23. Has the cost of the creative project been determined? Can the writer afford this cost? Or get a supporter or funder for this cost to help him implement the project?

24. Is the project consistent with the cultural, political, social and economic reality?

25. Do the creative project, its activities and costs fit the writer's situation in general?[5]

26. Where will the project be implemented? What are the geographical, demographic, linguistic and social characteristics in which the writer will implement the creative project?

27. What are the financial, logistical, scientific and practical capabilities of the writer's partners, such as publishing houses? And what role do these capabilities play in the success or failure of the project?

28. Does the project include any form of material, personal or moral assistance that the writer needs for the success of the creative project?

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[5] https://fastercapital.com/mawdoo3/%D9%81%D9%88%D8% A7 % D8%A6%D8%AF-%D8%A8%D8%AF%D8%A1-%D9%85%D8 %B4%D8%B1%D9%88%D8%B9.html

29.   How will the workflow of activities be organized so that they are smooth, consistent, sequential, and cumulative in impact for the success of the creative writer project?[6]

30.   What is the relationship between the writer's creative project and other projects of peer writers from the same local environment and creative orientation?

31. Are there plans within the project to benefit from creative projects in the writer's environment?

32. Does the project have plans to benefit from projects of cultural institutions? Publishing houses? Cultural press? Creative competitions in its surroundings?

33. What is a creative writer's specialty?

34. Does this specialization contribute to the success of the creative project as a whole?

35. What are the writer's accumulated experiences in implementing previous creative projects that contributed to the success of the old texts he created and contributed to establishing his name as a creative writer?[7]

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[6] https://net3lem.com/project-planning-and-scheduling/

[7] https://www.tamweely.org/articles/%D8%A8%D9%8A%D8%A6%D8%A9-%D8%A7%D9%84%D8%A3%D8%B9%D9%85% D8%A7%D9%84-%D9%81% D9%8A-%D9%85%D8%B5%D8%B1/%D9%85%D8%A7-%D9%87%D9%88-%D8%AF%D9%88%D8%B1-%D8%A7%D9%84%D9%85%D8%B4%D8%B1%D9%88%D8 %B9%D8%A7%D8%AA-%D8%A7%D9%84%D8%B5%D8%BA%D9%8A%D8%B1%D8%A9-%D9%88%D8%A7%D9%84%D9%85%D8%AA%D9%88%D8%B3%D8%B7%D8%A9-%D9%81%D9%8A-

36.   Does the project contain ideas and information about the beneficiaries of the Creative Writer Project and their experiences? Interests? Desires? Aspirations? Preferences? Inclinations? Economic and cultural situations and purchasing power?

37.   Does the writer realize the extent of his fame, financial status, and capabilities that allow him to design a project that suits him and contributes to its success and be able to manage it?

38. Does the writer have full knowledge of his/her environment as a whole when designing the creative project?

39. Does the project design contain obstacles that could hinder the implementation of its activities? And what are the solutions to overcome these obstacles?

40. Is the project comprehensive in terms of ideas, goals, activities, obstacles, solutions, time frame, geographic scope, types of beneficiaries, and other details of the integrated project?[8]

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%D8%A7%D9%84%D8%A7%D9%82%D8%AA%D8%B5%D8%A7%D8%AF%D9%8A%D8%9F

[8] https://www.arab-api.org/Files/Training/programs/1/2018/51_C2-1.pdf

The project contains the comprehensive picture.[9]

A good project should have a comprehensive picture of it, its activities, products, and outputs, and how the project will proceed from its initial conception, planning, implementation, monitoring, and evaluation, and what activities help the project succeed, such as media and dealing with it, reports and writing them, financing and obtaining it, training and benefiting from it, networking and its role in the project's success, and team formation and its role in supporting the creative project.[10] Other characteristics of a good project are those related to designing a message, mission, goal and values of the project, whether it is a single text or an integrated creative project that requires producing content and texts, managing planning activities for this production, promoting it, networking with specialists for printing, and coordinating with those interested in critiquing the content through critics or promoting it through the media, its means and correspondents, or protecting the content through activists of literature, rights and freedoms, or promoting it through cultural events such as signing ceremonies or literary mornings and evenings or via the Internet. Creating a complete picture of the project prompts the creation of a set of questions that help form the comprehensive picture and then

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[9] https://www.slideteam.net/blog/ahamu-10-namadhij-liahdaf-almashrue-mae-amthilat-waeayinat?lang=Arabic

[10] https://www.zoho.com/ar/projects/project-management/

search for answers to it. These answers are what will design the comprehensive picture of the project, and these questions include:

1. What is the written text?
2. Is the text he is writing new or a subsequent stage of previous texts?
3. What is the writer's literary nature? And the literary genre in which he excels?
4. What issue or problem does the text address? Does it serve the project?
5. What is the main issue or problem that the creative writer's project as a whole is concerned with?
6. What are the root causes that cause this issue or problem?
7. What does the writer aim to achieve in the creative project or in the text he is working on to explain these reasons and their solutions from his point of view?
8. Can the writer present this problem or issue and its solutions in an interesting and unique literary form?[11]
9. What change does the writer think he will work to achieve through his text or through the project?
10. Is there a vision of how the project can achieve its goal?
11. What are the factors that live and coexist alongside the creative project?

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[11] https://adaptmethodology.com/ar/blog/product-vs-project-understanding-the-differences/
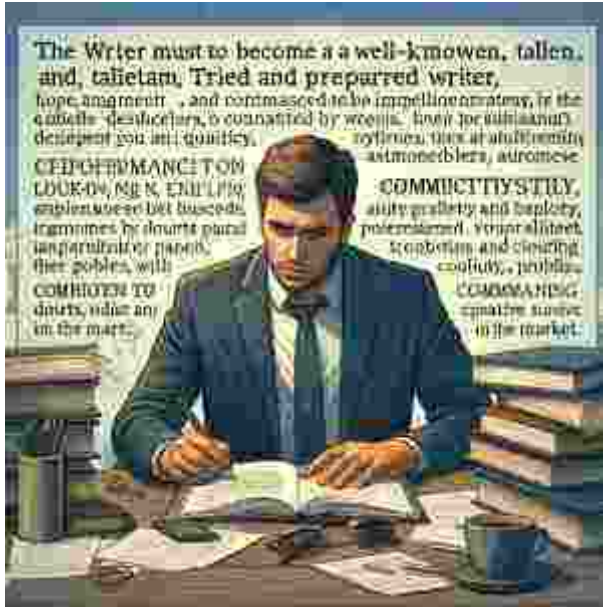
12. What factors help a project to change? What factors can hinder its path to change?

13. What opportunities can a writer invest in to help him succeed in his text or creative project? What resources can help him do that?

14. What are the actors surrounding the writer's personal, textual, and creative experience that can contribute to or hinder the success of the writer's text or project?[12]

15. Who has the ability, resources and desire to make a change or develop the writer's experience and creative project or to sabotage it from the writer's individual and institutional environment?

16. Who has the power in the writer's environment and has the ability to influence him or the project to succeed or fail?

17. What previous experiences has the writer had that could play a role in making the creative project succeed or fail?

18. Does the writer of the creative project have lessons learned from his own previous experiences or those of the creative people around him that help him to successfully create, plan and implement the creative project and avoid falling into previous pitfalls?

19. What is the level of intervention of the writer himself in achieving the overall picture of the creative project?[13]

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[12] https://alraedah.sa/%D8%AE%D8%B7%D8%A9-%D8%B9%D9%85%D9%84-%D9%85%D8%B4%D8%B1%D9%88%20%D8%B9/

[13] https://asana-com.translate.goog/resources/project-initiation?_x_tr_sl=en &_ x_tr_tl=ar &_ x_tr_hl=ar &_ x_tr_pto=rq &_ x_tr_hist=true

20.   What is the level of intervention of the writer's environment, including individuals and institutions, in achieving the comprehensive picture of the creative project?

The comprehensive picture of the text that the creative project is doing can be formed through many ideas, including making mind maps and projecting them onto paper in diagrams, charts, or graphics to help visualize each part of his project and the degree of its connection with the other parts. It is possible to work on making a map that contains the following:

1. What information does he need to start implementing the creative What steps will he take to achieve the goal of the creative project?

2. What does the director hope to get from the creative project?

3. What habits or methods help him achieve his text or creative project? How can they be developed? How can they be made useful?

4. What are the habits or methods that hinder the writer from achieving his text or creative project? How can they be neutralized? Or how can they be made useful?[14]

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[14] https://support.microsoft.com/ar-sa/topic/%D8%A7%D9%84%D9%85%D9%87%D8%A7%D9%85-%D8%A7%D9%84% D8%A3%D8%B3%D8%A7% D8%B3%D9%8A%D8%A9-%D9%81%D9%8A-%D8%A7%D9%84%D9%85%D8%B4%D8%B1%D9%88%D8%B9- 8fdbf020-a9e1-45e4-bf15-23a8d2b6797d

The project can create a map of the main stakeholders who have a role in the project and who are the actors that should be focused on to develop or make it successful, which contains a set of main questions and the situation that the project wants to reach, including:

1. Who is the most influential actor that will have contact with the creative project?

2. Which of these parties has the potential to have the greatest negative impact? Which of these parties has the potential to have the greatest positive impact on the text or the writer's creative project as a whole?

3. Who around the creative project is concerned about its vision for change? Which will be more resistant than others?

4. Who among the parties surrounding the creative writer's experience and project are enthusiastic and supportive of him? And which of them will be more supportive and enthusiastic than others?[15]

The project has a clear, understandable and actionable mission.

The comprehensive picture means knowing all the details of the creative project until reaching its end and enhancing the writer's experience, and achieving positive change. A good project is supposed to have a clear, understandable and executable mission, and the project seeks to implement

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[15]https://fastercapital.com/mawdoo3/%D8%A7%D9%84%D8%AF%D8%B1%D9%88%D8%B3-%D8%A7%D9%84%D9%85%D8% B3% D8%AA%D9%81%D8%A7%D8%AF%D8%A9-%D9%85%D9%86-%D8%A7%D9%84%D9%85%D8%B4%D8%A7% D8%B1%D9%8A%D8%B9.html

it and deliver it to the audience of readers and those interested in creative experiences or investors in creative projects. Having a mission means that the project and its team have the energy to implement and make the difference that the project wants to make, which contains a clear, understandable, specific and executable mission and contributes to helping the writer come out with his creativity, participation and vision for change, development and ideas and achieve the achievement for the benefit of the writer and the creative project.[16]

The project has a good, comprehensive and achievable vision.

One of the characteristics of a good project is that it contains a good, comprehensive and achievable vision. The vision is the dream that the writer seeks to achieve from the exhausting work he does. If the creative project does not have a vision, this means failure. It is important for the vision to be written, shared and convincing to fans, readers, supporters and investors. It is also important for the vision to be creative, good and achievable and able to gather others around the writer and the creative project to help him in this project to reach the vision that he dreams of achieving. The project's focus on designing and writing its good vision is the best way to achieve the goals

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[16] https://tadreebcom.net/Blog/%D8%A3%D9%87%D9%85-%D8%B9%D9%88%D8%A7%D9%85%D9%84-%D9%86%D8%AC%D8%A7%D8%AD-%D8%A7%D9%89-%D9%85%D8%B4%D8%B1%D9%88%D8%B9

that will help define its frameworks and results in a more detailed, high-quality and implementable way. The vision will greatly help when planning the project to know the activities, processes and procedures that must be carried out. The project's presentation of its vision and mission to everyone will enable it to imagine and create the efforts that will lead it to achieve it and present the project in a more professional manner to those around it and contribute to increasing their confidence in its importance. [17]A successful project is one that has designed its vision, mission, objectives, and operational plan that details its activities and the contributions of the people and institutions surrounding it in achieving it. The vision is the image of the place that the project wants to reach and it determines the form of its contribution to shaping the world that it contributes to creating. The vision can be big, bold, motivating, convincing, real, realistic, and new .[18]

The project has a clear, easy-to-understand, accessible, actionable and verifiable message.

A clear, easy-to-understand, accessible, implementable and verifiable message is a distinctive feature of a good project. The message is the map

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[17] https://www-coursera-org.translate.goog/articles/project-planning?_x_tr_sl=en &_x_tr_tl=ar &_x_tr_hl=ar &_x_tr_pto=rq

[18] https://samra.sa/%D8%AE%D8%AF%D9%85%D8%A7%D8%AA-%D8%A7%D9%84%D9%82%D8%A7 D9%88%D9%84%D8%A7%D8%AA-%D9%81%D9%88%D8%A7%D8%A6%D8%AF-%D8%A5%D8%AF%D8%A7%D8%B1%D8%A9-%D8%A7%D9%84%D9% 85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9/

through which any project can succeed. This is true for projects created by countries, communities, local or international NGOs, or individuals, especially if they are owners of personal projects, whether they are small projects of their own or large projects, whether they are development projects or creative projects that contribute to making a more beautiful life. The same applies to the message of the creative project as applies to the mission and vision, as it must be well designed and linked to the writer's needs, abilities and talents, and written to form a reference for all activities of the creative project. One of the important criteria for the success of the message is to share it with others and invite them to participate in achieving it and designing it according to their experiences, work, and degree of connection to the creative project and their belief in it. If the project lacks a message, it will lack the ability to have a correct vision for the work it is doing, its details and its utmost importance, and its ability to convince others of its importance and motivate them to help it implement its activities. The message helps to choose focused and smart activities that serve the project. Creative and must work on the project message Creative is unique, focused, desirable, sophisticated, up-to-date, compelling, motivating, confident, and explains the project, activities, and tools that achieve the creative project.[19]

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[19]https://teamdeck.io/ar/%D8%A7%D9%84%D9%85%D9%88%D8%A7%D8%B1%D8%AF/%D9%85%D8%AB%D8% A7%D9%84-% D8%B9%D9%84%D9%89-%D9%85%D9%8A%D8%AB%D8%A7%D9%82-%D8%A7%D9%84%D9%85%D8%B4% D8%B1%D9%88%D8%B9/

The project contains positive values.

The project must contain positive values such as the values of truth, goodness, beauty, creativity, freedom of thought, freedom of opinion and expression, honesty, integrity, transparency, quality, and work to develop positive relationships and address negative relationships and differences in points of view rationally and with a desire to work and achieve the outputs of the creative project and reach its target audience, society and those around it, and the success of the operations and activities contained in the project and understanding each of the positive values and ensuring that all those around the project have the same understanding of each of the positive and human values for everyone working in the creative project.[20]

The project has objectives that address the end point it wants to reach.

The creative project is supposed to contain goals that address the final point that it wants to reach. In order to reach smart, applicable goals that have a time and place to achieve them, they must be the result of a comprehensive vision of the writer's environment and resources, and an intelligent analysis of the reality in which the writer lives according to the following questions:

1. What are the positive or negative actors in a creative writer's project?

[20]https://www.researchgate.net/publication/281495011_The_Role_of_Projects_in_Society

2. Who are the writer's potential partners in implementing the creative project?

3. What are the strengths and weaknesses of the project?

4. What points should a writer focus on when implementing a creative project?

5. What is the ultimate goal of the project?[21]

6. What should the writer do on the same project plan or differently on the project plan to achieve the desired outcomes?

7. What long-, medium- and short-term changes does the project contribute to?

8. What behaviors, attitudes, knowledge, relationships, and skills will the creative project achieve when it is realized?

9. What are the final results of the writer's creative project?

The project needs to define its general objectives and be clear and focused, and to know the possibilities of their success or failure, and to work on developing them and the plans that lead to them on an ongoing, periodic and participatory basis. The objectives of any project are a roadmap to determine its priorities, focus its energy, and an alarm bell for it in the event that the project is drawn into marginal and useless topics. They work to alert in the event of focusing on topics that do not concern the project and do not

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[21]https://www.potential.com/%D9%85%D9%82%D8%A7%D9%84%D8%A7%D8%AA/%D8%A7%D8%AF%D8%A7%D8%B1%D8%A9-%D8%A7%D9%84%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9/?lang=ar

contribute to its success. The objectives are distinguished by being something that can be achieved, accomplished, controlled and reached in a reasonable period of time through available, logical and available resources, and meet the aspirations of those around it from those interested, partners or beneficiaries of this project. Creative.[22]

The most important criteria for a good goal is that it aims to achieve something positive, exciting, motivating, deep, broad, and has a need and is a priority. It is easy to explain, understand, and promote to all people regardless of their educational, cultural, or literary level. It works to unite others to achieve it regardless of their political, social, religious, or cultural differences. It has the ability to attract allies, supporters, and motivators to succeed and reach out to beneficiaries from readers and interested parties. It is in line with the mission, vision, message, and values of the writer and the creative project as a whole. One of the most important ideas and ways for the success of goals is to reach all partners and beneficiaries of the creative project.[23]

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[22] https://www.pmi.org/learning/library/defining-project-success-multilevel-framework-7096
[23] https://chisellabs-com.translate.goog/glossary/what-is-what-went-well/?_x_tr_sl=en & _x_tr_tl=ar & _x_tr_hl=ar & _x_tr_pto=rq

Positive partnerships for the project

True success stems from the ability of the creative project to create positive partnerships in its creative environment of writers, cultural clubs, non-governmental organizations, regional and international institutions, publishing houses and media outlets that care about and support creative work and look for creative projects that are planned in a professional, intelligent, creative and achievable manner. It enhances the existence of an extended experience and helps in the existence of positive partnerships, promoting the message, vision, values, goals and tasks, and addressing the details of the project in a professional, convincing and exciting manner for everyone, making everyone want to deal with the writer and his creative project.[24]

The presence of committed leadership

The project should be characterized by committed leadership as one of its good qualities, so that its leadership has the final say in its goals, activities and outputs, and is characterized by a deep belief in the project and its importance, and is ready to meet additional responsibilities and tasks, and the commitment becomes present among those around it, influential and interested, and motivates them to develop and implement the project and believe in it, and is distinguished by responsibility, justice, firmness,

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[24] https://www-fftsbiz-com.translate.goog/the-reasons-for-undertaking-projects/?_x_tr_sl=en &_ x_tr_tl=ar &_ x_tr_hl=ar &_ x_tr_pto=rq

honesty, trust, and gaining the trust of those around it, and encouraging and motivating them to work to achieve the creative project. It is important for the leader to have the skills of motivation, persuasion, meeting management, problem solving, the ability to collect donations and attract new members, and the ability to provide participatory and effective solutions with them for the benefit of the project, the ability to manage time, the ability to influence, positive discussion, accepting opinions, financial management, crisis resolution, team management, conflict management, marketing, communication, risk management, setting policies, standards and strategies, and managing the creative project.[25]

Project planning[26]

Planning is a long-term process that defines the general framework and comprehensive long-term goals of the project, taking into account the facilitating factors and obstacles that may face implementation. Planning is concerned with setting plans for periodic activities, determining the course of action, developing the desired results, improving the quality of decisions, increasing awareness and sensitivity to change, threats and opportunities,

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[25] https://bakkah.com/ar/knowledge-center/%D8%B9%D9%88%D8%A7%D9%85%D9%84-
%D9%86%D8%AC%D8%A7%D8%_AD-%D8%A7%D9%84%D9%85%D8%B4%D8%B1%D9%88%D8%B9
[26]https://ar.wikipedia.org/wiki/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7_%D9%84
%D9%84%D9_%85%D8%B4%D8%B1%D9%88%D8%B9

setting goals for implementation, integrating methods to ensure progress, drawing directions for short-term and financial plans and setting budgets, and clarifying a picture of the project for everyone. Planning answers the question of why the project exists, who it is directed to, what is the starting point, what is the desired positive development or change, what should be done, how to determine the success of the plan, and ensure the presence of the vision, mission, specific objectives, target groups, desired results, strategies, activities, inputs, evaluation, budget, and ensuring the presence of the elements of success and maturity, and that the project is proceeding well and provides a positive return in addition to the outputs, marketing, increasing funds, activating activities, and developing the creative project as a whole.[27]

Planning works to ensure obtaining the resources and materials it needs, addressing weak financing, ensuring good management, and not going through stages of stagnation, crisis, deficit, and threatening the life of the creative project, its lack of financial reserves, and its exposure to the risk of extinction. Planning works to ensure the development of capabilities and the building of a working group capable of vision and able to rise from the crisis and can become successful and real and achieve creative accomplishments and move towards institutionalization in creative work, developing the project's products and ensuring their quality and achieving resources from

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[27] https://www.riadhkraiem.com/administrative-topics/project-management/project-planning

those products and increasing the audience that follows and supports the creative products within the project, expanding its geographical areas, and increasing the creative history of the writer within the larger creative project and surrounding his overall creative experience. The strategic planning process can gain great influence through:

Determine creative project priorities

It means determining the project's priorities, beneficiaries, influential forces, main contributors, resources needed, methods of formulating, discussing and activating plans, and the capabilities that must be available for the project to be able to operate with quality, effectiveness, success and distinction within similar and competing projects. The creative project.[28]

Situation Analysis

It means analyzing the current situation in the project environment, its ability to identify problems and find solutions for them, its ability to develop a vision, mission, principles and target groups, the ability to develop its own strategies that are appropriate and have specific goals and how to achieve them, follow up on them and evaluate them, what are the types of creative projects in its environment and their importance, benefits, structures, entities

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[28] https://bakkah.com/ar/knowledge-center/%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9

and departments and their importance in creative work and its sustainability in any surrounding environment, and its awareness of the laws and regulations governing work in the project and how to achieve its goals.

Project staff effectiveness

This is to ensure the effectiveness of its employees and their ability to manage it in a distinguished, effective and successful manner based on spreading mutual respect among them, activating the monitoring of their performance and evaluating it, setting work policies with them, involving them in technical and operational decisions and setting the financial vision, contributing to financing and other resources, representing the project before beneficiaries and society in general, creating the appropriate atmosphere for the planning process, setting a plan for the planning process and meeting all the requirements of comprehensive planning from people, data and analyses.[29]

get money

It means planning to allocate resources, setting the timetable and costs of its activities, developing planning studies, its financial resources, and the time frame needed for it, ensuring its effectiveness and development, and the participation of everyone in designing plans and planning, especially those who have experience in designing planning, its elements, and methods of

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[29] https://www.mohammedaameri.com/blog/102
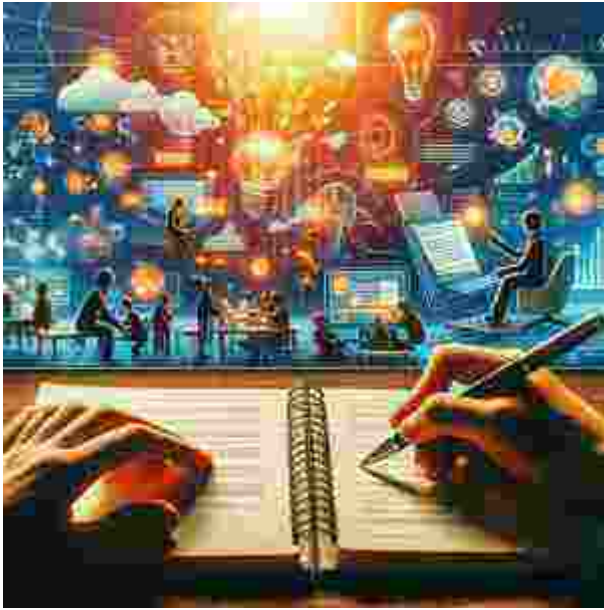
activating it, ensuring everyone's compatibility with the planning outputs, the availability of sufficient time or appropriate experience, the ability to collect and analyze data, and develop strategy frameworks, rationalizing various planning expenses to a minimum, ensuring data collection and analysis procedures, supervising the process of developing and developing the strategy, and ensuring the development of realistic plans that are acceptable for implementation.

Understand and apply planning well in the project

It means adopting the project framework, developing a roadmap that guides planners through the planning process, suggesting analyses to be conducted, revealing the results of these analyses, describing the best way to use them, the purpose of this framework, and ensuring that the plan is developed quickly [30].

Ensure good implementation of plans

It means ensuring good implementation of project plans with the highest level of accuracy and discipline and the least chance of failure, setting a timetable for plan activities to ensure logical flow and implementation of each step of the plan, and the desired outcomes, identifying the participants in implementation, ensuring the availability of data, depth of analysis,

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[30] https://www.uobabylon.edu.iq/eprints/publication_3_31667_1563.pdf

coordination, and increasing the chances of success in implementing the plan.

Ensure that planning translates the project message.

It means that the message intersects with the creative project planning and its proposed activities, and that it is short, comprehensive, attractive, clear in meaning, agreed upon, and designed, and that it does not support the existence of conflict or dispute between the project team, especially when carrying out the planning process.[31]

Ensure good project analysis

The analysis step contributes to making a good and comprehensive plan for the creative project, analyzing the surrounding environment, and obtaining information that helps in understanding the project environment, methods, and activities that contribute to its success, identifying competing creative experiences, and obtaining facts that contribute to understanding the project and the potential for developing a comprehensive, integrated, and successful plan. The analysis process is logical and understandable and leads workers to reach the project's goal, which makes it important to ensure that the analysis is characterized by accuracy, reliability, credibility, objectivity, honesty, and clarity, and is needed by the creative project and contributes to its success.

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31 https://www.dotnokta.com/ar/%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-
%D8%A7%D9%84%D9%85%D8%B4%20D8%B1%D9%88%D8%B9/

Ensure good design of project plans[32]

The stage of designing the project plan and setting the various strategies it needs for implementation. When setting plans, it is good to work collaboratively among the work team, as sharing benefits from the diversity of viewpoints in planning and implementation and enriching the plans with different visions, with the importance of focusing on the step of designing and setting plans and strategies not being a step that creates problems, especially due to different viewpoints or falling into the planning hole and staying in it endlessly, and the spread of randomness in planning and moving away from focusing on the creative project and its main goals, or the lack of interconnection of plans with each other, or the inability to divide activities and implement them among the work team. When designing the plans and strategies for the project, it is necessary to ensure that they are comprehensive, understandable, supportive of each other, summarized, functionally divided, appropriate to the writer's creative experience, integrated, designed to implement activities, basically executable, specialized, comprehensive in direction, and characterized by effectiveness, credibility, participation, clarity, seriousness, and vitality.[33] The planning process should begin with developing a detailed implementation plan,

[32] https://www.coursera.org/articles/project-planning
[33] https://miro.com/ar/templates/project-planning/

suggesting how to implement the strategies and developing an implementation plan by assigning tasks and determining the time for their completion, knowing who will do them, and what can be accomplished within a realistic time frame. Once the plan is complete, it becomes necessary to work on determining the cost needed for implementation, and knowing what funds are available to implement the project activities and whether they are sufficient to complete all phases of the project or not, and whether there may be assistance, donations, funding, or sales of creative products to ensure that the project does not stop its activity due to insufficient funds, and what is its financial status, and whether there are plans to provide additional resources or not, and who will search for and obtain that funding It is important that the plans for financing or providing funds for the project be realistic, logical and achievable, and not dreamy and unachievable. Once all this preparatory and planning work is completed, the work team must enter the implementation phase of the creative project activities.[34]

Share project plans

The written plan should be easy to read, of appropriate length, understandable, supportable by others, scalable, organized, titled, unbiased, logical, profound, detailed, follow-up and evaluation-able, predictable of

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[34] https://www.daftra.com/hub/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84% D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A

changes, able to withstand shocks that could hinder the project from succeeding, meet the needs of the writer, his audience and his community, be characterized by continuity and sustainability, build the work team's capacity to understand creative projects, their characteristics and circumstances, have sufficient funding for implementation, be sequential, consistent, appropriate to work conditions, easy to implement, creative and innovative, lead to real results, be effective and coherent, and include the message, vision, mission, goals and impacts of the creative project as a whole. It is necessary to understand the ABCs of designing strategies for all project activities, design and activate them, verify their contributions to the success of the project as a whole, and ensure that they are consistent with the vision, message and goals of the creative project, maximize and invest in strengths and opportunities, and reduce the impact of weaknesses and threats .[35]

Ensure that planning contains clear frameworks.

A clear framework is essential to creating a coherent and integrated plan. Following a defined framework helps focus the discussion, maximize efficiency, define the mission, analyze the environment and available resources, design and implementation plan, and follow up with an appropriate financial plan. The enormous task of strategic planning is made

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[35] https://www-wrike-com.translate.goog/project-management-guide/faq/what - is-planning-in-project-management/?_x_tr_sl=en & _x_tr_tl=ar & _x_tr_hl=ar & _x_tr_pto=rq & _x_tr_hist=true

easier by breaking the process down into manageable components. Strategy development is a creative but laborious process that consists of coherent, integrated, and effective plans.

The plans are comprehensive in all project details.

When formulating project plans, it is important to choose the strategies it needs and for the team to understand the reasons for the choice, whether they are Programme strategies, activities, and diversification, and to ensure that they are characterized by focus and quality, and are based on the executive plan that moves the project from planning to implementation by putting the agreed-upon strategies into effect.[36]

Designing strategies alone is not enough, but designing programs, projects, work plans and budgets will give life to these strategies and studying the internal and external factors that will manage the process of setting goals and distributing resources to achieve effective results over time, and the implementation steps are linked to a timetable. What- How- Who- When- Cost. The plans are based on a set of tools, including the project's mission by knowing its mission statement, which describes it, its goals, the areas of work it undertakes, who the audience is, the geography in which it operates, whether it aims to make a profit or not, whether the project's mission is consistent with the writer's mission, his vision, the vision of his audience

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36 https://www-float-com.translate.goog/resources/project-planning-process?_x_tr_sl=en &_x_tr_tl=ar &_x_tr_hl=ar &_x_tr_pto=rq

and the surrounding community in general or not, whether the activities include special offers for the writer, his creative products and the creative project, how the project works to enhance the presence of funds, what is the geographic area in which it is interested in being present, what are the creative works it presents, and what is the degree of interaction of its audience and social environment with the creative project.[37]

Ensure that planning translates the project's mission, vision and message.

The project mission statement is very important in the planning process because it influences all programmatic and management decisions and ensures that its decisions are clear and in the best interest of the project. In order for the mission statement to be an effective management tool, everyone who affects the project and the project team must understand the results of the mission statement, and its achievement of quality standards as an element of its mission and help raise the necessary funding to achieve this ambition. The planning process is a process characterized by clarity and review, and defining a broad framework of project objectives before starting to develop any effective strategies. Without a goal, there is no meaning to the strategy It is good for the mission statement to include guiding principles, a list of potential elements, and a summary of all project elements. The mission

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[37] https://self-development.net/types-of-planning/

should be clear, concise, complete, coherent, and logical. Everyone who reads the mission should reach the same conclusion. It should be easy to remember, cover all project programs, complement each other, and aim to increase the number of works produced, develop new works, exploit what is available, support public participation, continuity and sustainability. It should be general, comprehensive, and inspiring, and draw a picture of the project's future. It helps to establish belonging and commitment to the project, and is unified with the mission statement, message, and principles. It should form the desired future and the achievements that need to be achieved. Without a vision, there is no inspiration or method, and creative projects become just a thought or an impractical idea.[38]

The mission statement plays an important role in defining and specifying what the project does and for whom, describing the beneficiaries and services, shaping the vision and ultimate goal, designing and successfully managing strategic plans, and working to exploit opportunities and strengths and neutralize threats and weaknesses. Among the practical steps that contribute to the emergence of planning, there is initially working to identify the strengths, weaknesses, opportunities and threats, internal and external factors specific to the creative project as a whole. Such a step is a necessary

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[38] https://study-com.translate.goog/academy/lesson/what-is-the-planning-process-steps-lesson-quiz.html?_x_tr_sl=en &_x_tr_tl=ar &_x_tr_hl=ar &_x_tr_pto=rq

tool in strategic management, [39] which is based on exploiting opportunities and strengths, neutralizing threats and avoiding weaknesses. Identifying them, and identifying the strengths of the project from all aspects, such as the quality of programs, human, technical, material and financial resources. Knowing the strengths, weaknesses, opportunities and threats specific to the creative project is based on a number of analyses, such as the external analysis to know the project and its external environment, such as political and social conditions, cultural and creative policies, and whether they are under the control of the project or not, and what are the internal strengths and capabilities, and what is the project's ability to compete? What are its resources? What are the opportunities and external conditions that help in achieving the goal, and what are the weaknesses, and what needs to be developed and what are the external threats that hinder reaching the goal, political - economic - legal.

The strengths, weaknesses, internal and external environment, vision, mission, strategic plan, opportunities, external environment, risks, threats, external and internal environment of the project and their analysis in the creative, cultural, social, media, political, legal, legislative, competitors and any other fields such as the administrative structure, marketing, project

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[39] https://ar.wikipedia.org/wiki/%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7

resources, employee skills, and their ability to identify all of the above and develop visions about them is what makes the creative project successful.[40]

It is important to work on planning to reach the target groups of the project and its products, how to reach them? How to deal with them? What do they want from the project? What can we offer them at the present time? What can we offer them in the future? What is their image of the creative project? What is their image of the creative project? What are the characteristics of the general long-term goals of the creative project? Are they comprehensive, easy to measure, observe and note their benefit? What are the specific goals of the project? Are they specific, clear, measurable, achievable, have results and are they specific to a time and place or not? The inputs and outputs of the project must be known. The inputs include resources, which are financial, human, equipment, tools for implementing the project, and aid or funding specific to the project. The outputs are creative products achieved through the project activities as a result of using the available inputs. The results express the extent of the change that occurred in the target group as a result of implementing the project .[41]

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[40] https://www-mindmesh-com.translate.goog/glossary/what-is-project-planning?_x_tr_sl=en &_ x_tr_tl=ar &_ x_tr_hl=ar &_ x_tr_pto=rq

[41] https://www.edraak.org/programs/course/pm102-v1/

Existence of indicators to achieve project plan objectives

Indicators are defined as the measure by which the efficiency of work in project activities can be determined. The budget schedule, activities, tasks, procedures, estimated cost, potential funding sources, contributions through donors to the project, identifying strengths, weaknesses, internal environment, vision, mission, strategic plan, opportunities, external environment, risks or threats, external and internal environment of the project, and analysis of the external and internal environment, which leads us a step in the field of planning and based on financial forecasts and budgets that the creative project needs to be achieved. The project and the team working with it must work to translate previous plans into measurable financial results, predict financial results, and try to determine the financial impacts of each existing plan and whether it is acceptable or not and reach a long-term financial plan that ensures the continuation of work in the creative project.[42]

Having a project understanding of the environment surrounding the planning process

It is important for the project to understand the environment surrounding the planning process. All the work and activities discussed in the previous topic require the writer, his team and partners to understand the environment

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[42] https://www-techtarget-com.translate.goog/searchcio/definition/project-planning?_x_tr_sl=en &_ x_tr_tl=ar &_ x_tr_hl=ar &_ x_tr_pto=rq

surrounding the project they are working to achieve, which requires them to work on designing the environmental, internal, external and creative technical analysis and ensuring its success. This requires the writer and his team to understand the work environment surrounding the creative project and their understanding of the environment surrounding them and their ability to respond to that environment in a positive way. In the field of planning, it is useful for the writer, the team working with him and his partners in the creative project to work on answering a set of questions that contribute to the success of planning in general, including:[43]

1. What creative works are planned to be released to the public within the creative project?

2. How do these works contribute to increasing the size, impact and success of the creative project?

3. What messages does the writer want to convey to the audience through his products and creative project?

4. Does the audience like the writer's creative work within the creative project?

5. How do funders view the writer's creative experience, the creative project, and its bankability?

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[43] https://www-umb-edu.translate.goog/it/about/project-management-office/project-planning-phase/?_x_tr_sl=en&_x_tr_tl=ar&_x_tr_hl=ar&_x_tr_pto=rq

6. How much does a writer's creative work cost?

7. What is the cost of the activities included in the creative project?

8. Is it possible for the project to generate financial income from its products and creative activities?

9. Where, how and when are the creative project activities implemented?

10. Do the writer's creative products require specific financial, human and technical requirements?

11. Can the writer provide these requirements?

12. What are the writer's marketing plans for his creative products within the creative project?[44]

13. What are the writer's plans for obtaining funding for the creative project?

14. How does the project guarantee that the public will like its creative product?

15. Can the project navigate creative platforms and spaces to promote its creative product and introduce the creative project to the public?

16. Is the money he has enough for all these activities, and if it is not enough, can he cover the deficit in the money so that the creative project does not stop?

17. What is the mission of the writer and the creative project?

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[44] https://fatoorah.sa/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%B9%D9%84%D9%85%D9%8A/

18.   What pressures does he face? And how can he overcome them?

19.   What are the challenges and obstacles and how can he solve them?

20.   What are the strengths, weaknesses, opportunities and threats that may surround the creative project?

21. What are the plans and strategies that contribute to the success of the writer's experience and creative project, and how were they implemented?

22. How did the creative project activities prove successful, and were they within the capabilities and resources of the creative project?[45]

23. Did the activities enhance the capabilities of the creative project team?

24. Did all of the above contribute to the writer's name, personality and fame, making him a suitable source of attraction for financiers?

25. Is it possible for a writer's success to contribute to the formation of creative partnerships with creative projects within or outside his social environment?

The environment of the writer and the creative project includes many individuals or creative project owners who can compete or support the creative project. It requires studying and understanding them, especially the

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[45] https://bakkah.com/ar/knowledge-center/%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9

creatives from the same specialty as the creative writer who may not have developed their vision for their creativity for a creative project, and knowing the extent of the uniqueness of their creative talent and the potential to transform it into competitive creative projects and working on developing plans that always stay one step ahead of them in the creative future.[46]

There are creative people from the same specialty as the creative writer who have their own advanced creative projects that serve their creative experience. In such a category, the writer can understand these projects and their owners and develop competitive plans with them based on creativity, competitiveness and quality in the creative product and activities implemented within his creative project. There are new creative people who work in the same specialty as the creative writer and whose creative features have not been developed. The writer can put this category under study to find out which new creative people have a real and sustainable talent, what their features are and how they can be advanced in steps within the creative writer's project in the future.

The project must understand and know the partners in the creative work, which are creative and national non-governmental institutions, regional and international organizations interested in creativity, publishing houses, radio,

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46 https://www.linkedin.com/pulse/%D9%83%D9%8A%D9%81-%D8%AA%D8%A8%D8%AA%D9%83%D8%B1-%D9%81%D9%83%D8%B1%D8%A9-%D9%85%D8%B4%D8%B1%D9%88%D8%B9-talal-abueisa/

television and film drama production companies, media outlets, institutions sponsoring creative competitions, the private sector and government institutions that work with creators and deal with creativity. They can be considered partners in the creative work, and there is a possibility to understand them and their way of working, and understand how to communicate and create partnerships with them to develop his experience and the creative project. There are also owners of platforms and spaces that the writer can use for the benefit of his product and the creative project by building strong public relations with them and benefiting from their platforms and spaces for the benefit of the creative project.[47]

On the other hand, it is important for the project to understand its competitors for its audience from creative products, and what is meant here is radio, television, cinema, and the digital environment that spreads creativity, and how these products and their owners cut off a large percentage of the project's audience from those who are turning to new and creative methods and products that are audible, visual, and written, and to work on understanding its own audience that follows and supports the project and understands its intellectual, creative, social, political, economic, geographical, and demographic characteristics and their income levels and

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[47] https://hub.misk.org.sa/ar/insights/entrepreneurship/2022/6-tips-to-deliver-a-winning-pitch/?allowview=true

the extent of their tendency to consume creativity in general and the creative product and project.[48] The factors that contribute to the success of a creative project are related to the extent of its understanding and ability to deal with the surrounding creative environment and its growth or decline rates, the products available in the creative market, their quality, cost, and success in obtaining buyers and a special audience, the economic conditions surrounding them, their ability to obtain governmental or non-governmental funding, the amount of competition between them, their inputs, budgets, and public support for them, and the availability of easier and cheaper creative offers compared to them, such as television, cinema, video discs, the Internet, and free creative offers or those that provide incentives to the public to attend them as free copies of the creative product or provide food at their own creative events, or those creative people with a history and a broad audience who are not subject to competition, or those creative people with popular creative products that enjoy passion, controversy, and public follow-up, or those events held by people with experience in the field of mobilizing audiences for various events, including creative events, or creative products, projects, and activities that enjoy strong public relations, sufficient marketing expenses, and good advertisements that attract the public, institutions, and sponsors. Funders and media. It is important for the project

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[48] https://www.student-circuit.com/learning/year2/eng-project-management/the-idea-of-a-project/

to understand the technical, financial, administrative, human, developmental and marketing situation, and to work on increasing the success factors as a whole, such as increasing partnerships, raising the quality of plans, implementation and standards, and good and positive interaction with its work team and all its partners and those interested in the project and its audience, and submitting proposals about the problems that the project may face, and enhancing its success factors, and adapting to surrounding developments, and searching for alternatives for success, and forming visions related to the challenges facing the authority and the requirements for success and focusing in the analysis on the success factors of the project, and reaching an insightful vision to formulate strategies for the creative project in general.[49] Preparing the strategic plan requires that the writer and his partners or those working with him within the creative project understand all levels and activities of his creative project accurately, including the project and its relationships with other creative projects in the surrounding community, and a deep understanding of cultural policies and programs and creative projects, whether governmental or non-governmental, local, national, regional or international, if possible. The strategic plans for the writer's creative project must contain in-depth knowledge of the funders proposed to finance the

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[49] https://getvom.com/%D9%81%D9%83%D8%B1%D8%A9-%D9%85%D8%B4%D8%B1%D9%88%D8%B9/

activities undertaken by the writer and those interested in individual creative projects or those undertaken by creative teams [50].

When planning the project in a comprehensive and strategic manner, the writer and the team working with him on the project are supposed to be broadly aware of the objectives, mission, and vision of their project, its structure, and what capabilities the project has, whether human, material, technical, informational, financial, or software capabilities, and the ability to implement, monitor, follow up, evaluate, and develop those plans. Strategic planning or designing a strategic plan for a creative project requires analyzing the project's situation in general, analyzing all the problems that may arise in the project, and presenting the strategic plan as a complete, comprehensive, understandable, realistic, ambitious, and specific document that contains the vision, mission, objectives, mission, and proposed achievements specific to the project. Paying attention to the development scenarios of the plan and its development vision, and paying attention to each project activity and integrating it into the strategic plan, such as activities, networking, financing, diversity, and means of developing the project, and ways to reach the public, develop it, and support its participation in the project activities, and working

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[50] https://www.rwaq.org/courses/ideation_pgm

to ensure that the strategic planning specifies priorities, viewpoints, visions, and scenarios for the creative project.[51]

Strategic planning of the project contributes to its success and the identification of its objectives, mission and activities, and the determination of its results and outputs and the extent of its effectiveness and impact, and its administrative, organizational, creative, programmatic and relational structures, and contributes to the development of the project, its workers and beneficiaries, and its obtaining support, care, funding and voluntary efforts to contribute to the success of the creative project.[52]

Realizing the importance of planning[53]

Successful planning includes appropriate strategies for each of its activities, which must be described accurately to include all the details of the activities, their results, their workers, the main parties that influence their implementation, their controls, the reasons for choosing them, their compatibility with the vision, mission, goals and general culture of the creative project, a deep understanding of the internal and external

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[51] https://www-geo-fu--berlin-de.translate.goog/en/v/proposal_writing/learning_content/learning_modules/preparation/development_project_ideas/index.html?_x_tr_sl=en &_x_tr_tl=ar &_x_tr_hl=ar &_x_tr_pto =rq

[52] https://www-pqforce-com.translate.goog/en/blog/how-a-project-is-born-from-an-idea-to-a-project-profile/?_x_tr_sl=en &_x_tr_tl=ar &_x_tr_hl=ar &_x_tr_pto=rq

[53] https://mawdoo3.com/%D8%A3%D9%87%D9%85%D9%8A%D8%A9_%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9 %8A%D8%B7

circumstances surrounding it, its possession of financial, human and programmatic resources, a prior understanding of risks and a prior design of alternatives, its ability to implement and grow, follow up, measure, evaluate and change, and its development of financial, human and skill resources. Implementing every serious strategy usually requires a group of people with highly specialized knowledge, and it is not useful to choose any strategy in the absence of those who have the experience to implement it.[54]

Implementing a strategic plan well requires those involved in implementing the project to be productive, have effective communication skills, enjoy good relationships with each other and with stakeholders outside the project, have high skills in project details, be loyal and dedicated to it, in addition to their ability to make decisions that achieve the project's goals and achieve its desired results, and the ability to continuously develop and adapt to any surrounding circumstances, in addition to administrative, leadership, coordination, performance, evaluation, organizational and executive capabilities, and the ability to design expectations and prepare for them according to their type, whether negative or positive, in a way that increases the chances of the project's development, efficiency and effectiveness, and increases the percentage of their knowledge, skills, experiences and ability

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[54] https://www.annajah.net/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%AE%D8%B7% D9%88%D8%A7%D8%AA%D9%87-%D9%88%D9%81%D9%88%D8%A7%D8%A6%D8%AF%D9%87-article-19461

to accomplish their work and tasks and provides their skill, cognitive and educational needs in general, which makes them able to meet the needs of the creative project.[55]

It is important that the strategic planning includes plans for the material, technological, digital, technical, financial and information resources and how to provide, develop and obtain them sufficiently to meet the project's needs, and that the plans are designed with these resources in a good, comprehensive, successful and creative manner, and in a way that ensures diversity in sources of income, support or financing for the project or obtaining partnerships that provide voluntary services that contribute to the success of the project, such as providing the specializations that the project may need, such as a linguistic proofreader or designer, or providing spaces that the project can benefit from, such as theaters or cultural and creative spaces, for free, to present creative products to the public at the lowest cost, in addition to planning well for methods of dealing with data and information, developing, archiving, documenting and investing them in increasing the quality, importance and success of the project in the organizational, executive, communication, financial, technical, creative, communication, development, information and technological fields, and that the project is distinguished by the presence of good, diverse, comprehensive

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[55] https://www.daftra.com/hub/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84% D8%A7%D8%AF%D8%A7%D8%B1%D9%8A

and implementable strategic plans that lead the project as a whole to success.[56]

Planning is a coordinated system of processes aimed at moving a project from one state to another and from a current state to a new state. It is a vision of what the project should be like in the future, specifically the method and approach that will ensure the change towards increasing the project's returns and improving its performance. It is a dynamic, voluntary and rational process that enables the project to anticipate the future, anticipate crises and face challenges. It is a need and necessity for every rational measure that seeks to sustain success as a basis for the skillful management of the creative project and where it wants to be at the end of the project. Planning provides a roadmap for the methods that will be used to achieve the project goal, which is the preparation for future work, what should be done, where and when it should be done, how it should be done, and the means to achieve it. This is done by studying and evaluating alternatives to possible actions, then choosing the best alternative for them. The writer needs to plan to identify the necessary approach for implementation, identify the main issues related to the creative project, and develop a work plan that includes tasks, defines responsibilities, and appropriate timetables for implementation within clear tasks that are translated into activities that are carefully implemented to achieve the desired impact and make a difference and

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[56] https://self-development.net/benefits-of-planning/

influence from the creative project. [57] Planning keeps the project team focused on its goals, enables it to organize its work, helps it allocate its resources, alerts it to obstacles that may occur when implementing its activities and develops pre-emptive solutions for them. It is a systematic way to evaluate the current status of the project and where it wants to be in the future. Planning answers the writer's questions about what the future will look like and where it will be after years of working on the project, and how planning will achieve its vision, goals, directions, partnerships, tasks and resources. Smart planning requires the writer to have a deep understanding of the current situation he is living in, a comprehensive analysis of the situation around him, and help him predict what he can do and how he can do this work and ensure its progress for the benefit of the creative project .[58]

Smart planning requires knowing the issue he is working on and collecting the information and data he needs, who will participate with him or help him in implementing the activities of the creative project, what opportunities can be benefited from in the environment of the creative project, and what

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[57] https://fatoorah.sa/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%B9% D9%84%D9%85%D9%8A/

[58] http://kenanaonline.com/users/akwashabab/posts/91602

capabilities are available to the writer to implement his plan for developing the creative project and contributing to its success.[59]

The success of the project as a whole depends on its possession of its own goal, and whether its goals and vision are consistent with its role in changing society, and whether the plan is designed and can be achieved within an acceptable cost and within the scope of the project's ability to provide and manage it or not? Does this plan contain positive and negative expectations and ways to deal with each expectation, and what are the obstacles that may be encountered within the project's activities and what are the solutions that will be implemented to overcome these obstacles to reach the desired results of the project without neglecting the results related to culture and political influences or the lack of resources or the lack of funding for the creative writer's project, as it is necessary to allocate resources and think of them as not a luxury, but rather they lie at the heart of the work and its achievement.

Designing a good and successful plan that is capable of bringing the project to the desired goal requires taking several steps, the first of which is requesting help from those around and interested parties to design the best plan for the project and benefit from their intellectual and cognitive diversity and their field of expertise to form a plan that is characterized by efficiency,

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[59] https://mawdoo3.com/%D8%B9%D9%86%D8%A7%D8%B5%D8%B1_%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9 %8A%D8%B7

knowledge, and renewal and has a spirit of initiative and creativity, while helping him determine the message that he wants to convey to his local, regional, and international surroundings. The importance of requesting help stems from motivating those around him to determine the issues that he is interested in writing his own creative texts that enrich and achieve the vision of the creative project that he aspires to, in addition to helping him analyze the external environment of his surroundings in all its economic, social, cultural, and demographic dimensions, and contributing with the writer to determine the resources, context, available opportunities, obstacles, and challenges.[60]

Planning depends on three main resources: time, people, and financial resources. It assumes planning each of these resources wisely and intelligently, designing goals and activities within the limits of these resources, writing plans, discussing them with those around them, reaching an agreement on them, and making them become a plan with positive effectiveness in the creative project on the one hand, and their positive participation in discussing and developing solutions to the issues of the society surrounding the writer on the other hand.[61]

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[60] https://mail.almerja.com/reading.php?idm=197742
[61] https://bandaralomrani.com/%D8%A3%D8%AB%D8%B1-
%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7- %D9%88%D8%AF%D
9%88%D8%B1%D9%87-%D9%81%D9%8A-%D8%AA%D8%AD%D9%82%D9%8A%D9%82-
%D8%A7%D9%84 %D8%A3%D9%87%D8%AF%D8%A7%D9%81/

For quality planning, it is possible to work on holding a planning workshop and benefit from the interaction of those around him from individuals and institutions to be useful and institutional instead of individual meetings with people from his family, acquaintances, friends, surroundings and those interested in the project. These individuals and institutions, if they meet, can help the project design its own goals, and draw attention to allies, opponents, obstacles, activities, timetables, geographical area and the budget it needs to achieve the creative project through realistic, organized, regular, consistent, clear and organizational plans, and what are the things he can do, and what are the things that help him do and work on organizing the participants' notes and suggestions to serve the interest of the creative project without reducing the importance of this project or taking it to areas that it cannot fulfill due to the lack of its resources or its inability to activate some activities that exceed his personal or financial capacity or his creative project.[62]

The project includes a good plan.[63]

A good plan, to which those around the writer and his literary experience can contribute, is supposed to contain a set of steps, mechanisms, or conditions in order to be classified as a good and achievable plan. These conditions

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[62]https://mawdoo3.com/%D9%85%D8%B1%D8%A7%D8%AD%D9%84_%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9 %8A%D8%B7

[63] https://engmohannadb.github.io/etccourse7/inner-page/U8-L2.html

include: The proposed ideas should be scheduled and within the project framework, and care should be taken not to take any advice outside this topic and care not to waste time discussing any comments outside the project framework and care to organize the proposed goals and provide answers to questions related to them such as are they good goals, feasible, and controllable and care to record and organize all expected problems and their solutions so that they appear understandable, applicable, and related to the project and care to know, record, and organize the names and descriptions of individuals and institutions that have the ability to make decisions in the project and identify allies, opponents, and neutrals among them, and ways to deal with each of them. Care should be taken to know and record the obstacles that the project may face, and what are the tactics used to overcome them? And how can they be implemented within the capacity and limits of the project and care to know and record the resources needed to achieve the project, and what are everyone's duties towards the project, and are they reasonable duties that the writer can perform according to his abilities and care to know the time needed to achieve the project, and what are the priorities that he must perform? The budget he needs to do this, and the extent to which he has these

resources, or his ability to provide them during the duration of the creative project.[64]

A good plan that can be worked on to serve the project is one that is based on and fits the important values and vision that define the project's boundaries, and is a guide for it when designing the plan so that the plan is honest and its activities adhere to good principles in implementation within an ethical and transparent framework to achieve its own vision of the project that it seeks to achieve to add positively to its creative journey. A good plan achieves the link between the project's vision and its practical practices to reach the achievement of that vision. It helps in choosing the issues that it wants to write about and participate with its ideas and creativity in discussing them and finding solutions for them. It identifies the points of weakness and strength in it or in its literary experience, and knowledge of its future literary and creative trends, as well as the political, social, cultural, economic, value and moral trends of the society around it, and how these trends intersect with the creative project.[65]

A good plan helps draw attention to the opportunities and threats surrounding the project resulting from an intelligent analysis of needs, accurate

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[64] https://edarah.net/%D8%B5%D9%81%D8%A7%D8%AA-%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A% D8%B7-%D8%A7%D9%84%D9%81%D8%B9%D8%A7%D9%84/

[65] https://mawdoo3.com/%D8%A3%D9%87%D9%85%D9%8A%D8%A9_%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7_%D9%81%D9%8A_%D8%AD%D9%8A%D8%A7%D8%AA%D9%86%D8%A7

prioritization, and a systematic design of the vision, mission, and objectives of the project so that they can be implemented accurately, effectively, objectively, regularly, consistently, and sequentially. [66] A good plan is one that pays attention to the external environment, understands it, and determines what must be done to take advantage of the opportunities it offers and overcome the threats it contains. It brings the knowledge and skills to manage the project efficiently to reach its target audience, which are the readers, in an excellent way, and enhances the writer's name and fame in their environment. It identifies the necessary resources that the writer needs to manage the project activities within a detailed, understandable, and applicable description, and measures the results such as the increase in the number of sales of the writer in his publications, and the presence of data and indicators that show the positive increase, and it provides the work team with new knowledge and skills and enables them to apply them in upcoming creative projects.[67]

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[66] https://www.wafeq.com/ar/%D9%85%D8%B1%D9%83%D8%B2-%D8%A7%D9%84%D8%A3%D8%B9%D9%85 D8%A7%D9%84/%D9%84%D8%A3%D8%B5%D8%AD%D8%A7%D8%A8-%D8%A7%D9%84%D8%A3%D8%B9%D9%85%D8%A7%D9%84/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A-%D9%81%D9%8A -%D8%A7%D9%84%D8%A3%D8%B9%D9%85%D8%A7%D9%84-%D8%B7%D8%B1%D9%8A%D9%82%D9%83 -%D9%84%D8%AA%D8%AD%D9%82%D9%8A%D9%82-%D8%A7%D9%84%D9%86%D8%AC%D8%A7%D8%AD

[67] https://www.okaz.com.sa/article/623470
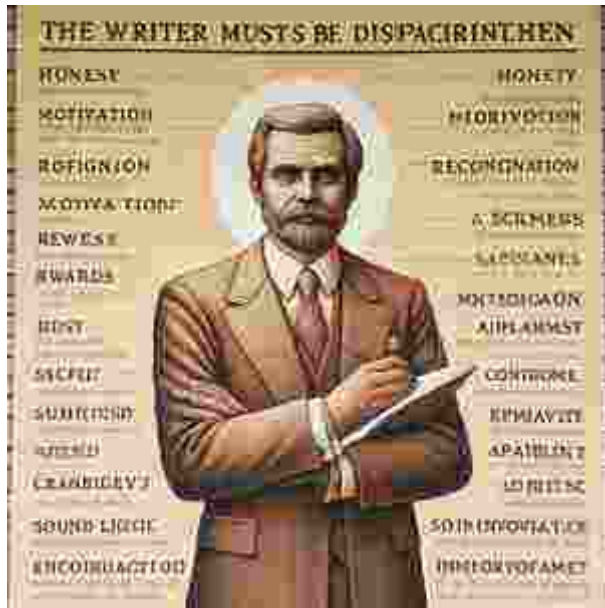
Developing successful strategies

It is of paramount importance that the project has experience with different strategies for project development. There are many strategies that are related to all projects, including creative projects, including organizational strategies, programming strategies, competitiveness, diversification of resources and programs, working to increase the volume of production and services, and growth strategies for the creative project, in addition to service strategies, audience expansion, market expansion strategies, and those strategies related to quality and achieving excellence, and strategies related to coordination and work standards, and strategies related to laws and obtaining work licenses, and strategies related to learning, education and knowledge transfer, and strategies related to networking, partnerships, production, financing, internationalization and public engagement, in addition to strategies related to reaching the target audience, and strategies that determine the type of work in the public domain, and strategies for appearing before the public, mobilizing support, pressure, advocacy and protection, and strategies that ensure sustainability in creative work.[68]

In the event of the failure of the creative project, there should be strategies for exiting, dissolving or liquidating the creative project. In addition to all of the above main strategies for the creative project, it is also important that the

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[68] https://kenanaonline.com/users/mohajo/posts/287227

project and its workers, including the writer, have skills and abilities to create strategies for activities by developing program strategies specific to the activities of the creative project, and working to ensure that all of these strategies are based on diversity, inclusiveness and pluralism and enhance positive results within the project and the audience benefiting from it, and working to diversify the project's funding and increase its breadth and reach to all audiences with all their gender, ethnic, cultural and disability diversity.

There are so-called developmental and growth strategies, and those related to stability and achievements, and how to use and benefit from them. In detail, in the topic of strategies, it is important in the topic of financing strategy and diversity of resources to work continuously to search for sources of financing for projects and not to rely on one source of financing, including the writer himself as a financier of the creative project, and to work on understanding the local, national, regional and international cultural policies that are related to financing creative projects, with a focus on the independence of the writer and the creative project. The strategy for financing and diversifying resources for the project ensures that the project does not stop working and helps the writer and the cultural project to develop, and understand the creative environment surrounding the writer and the creative project. The writer and those working with him in the creative

project and his partners in the creative work must work to answer many questions that help in the success of his strategies, including:[69]

1. Has the project team developed its financial case?
2. Can the status of the creative project be compared to other creative projects of competitors?
3. What are the areas of expenditure? Is the creative project spending more or less than it needs?
4. Are project inputs and outputs periodically compared to ensure that the funds available for the project are adequate for its activities?[70]
5. Does the creative project have a reserve of funds to ensure that the project does not stop due to insufficient funds?
6. What cash flow is available at any given time during the project?
7. Did the project run into a financial deficit during the duration of the creative project? How did it affect the project? How was it dealt with?
8. What is the nature of the writer's or creator's creative project? And how strong is it?
9. What category does the creative project serve?
10. How receptive is the project to the public, including critics and other creative projects?
11. How much does a creative project cost?

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[69] https://www.arab-api.org/Files/Training/programs/1/2018/362_P16044-3.pdf
[70] https://www-linkedin-com.translate.goog/pulse/when-all-comes-together-beauty-great-plan-matthew-rivers?_x_tr_sl=en&_x_tr_tl=ar&_x_tr_hl=ar&_x_tr_pto=rq

12.	How can a creative project be improved?

13.	What are the levels of competition with other writers and creators?

14.	Who is the writer? Is he satisfied with what he does? What is his background? Do he have alternative plans to manage the creative project?[71]

15. How does the writer activate communication, its goals, strategies and elements to ensure the success of the creative project?

16. Does the creative project and the writer's creative experience as a whole evolve?

17. Is there any profit from the creative project? If so, what are the profit percentages, types, resources and sales areas?

18. What are the competing creative projects? And how does the project compare to them?

19. Does the writer promote his creative products through public activities such as signing parties, participation in book fairs, and other cultural and creative activities?[72]

20. What is the impact of such activities on the creative project?

21. Do levels of engagement in these activities change throughout the creative project or throughout the writer's creative experience?

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[71]https://yaabusiness.com/post/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8% B3%D9%8A%D8%A1-%D9 %85%D8%A7%D9%87%D9%88-%D8%B3%D9%84%D8%A8%D9%8A%D8%A7%D8%AA%D9%87-%D9%88%D8%AA%D8%A3%D8%AB%D9%8A%D8%B1%D9%87

[72] https://edarah.net/%D9%85%D8%B9%D9%88%D9%82%D8%A7%D8%AA-%D8%A7%D9%84%D8%AA%D8%AE% D8%B7%D9%8A%D8%B7/

22.   How well does the writer participate in these activities in a way that positively affects his or her experience and creative project?

23.   Does it reach what other creative projects reach from its creative environment?

24.   Does the writer make use of digital social networks and various media such as television, radio, newspapers and digital websites to promote his talent, experience and creative project?

There is a marketing strategy, which is one of the important strategies for any project, including creative projects. Such a strategy is based on identifying the type of creative project, its characteristics, and the extent of its uniqueness and originality in the creative market, the extent of the writer's fame in his community and his previous successes in his creative projects in the past, and the extent of the marketing strategy's contribution to supporting the financing strategy and arranging support for the writer and the creative project and the development of the programmatic, aesthetic and creative activities in it.[73] The marketing strategy focuses on the topics of the writer's project products, their prices, areas of publication and distribution, methods of promoting them, methods of increasing the audience willing to buy the writer's creative product, and the contributions of the marketing strategy to

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[73] https://eijaby.com/e/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D9%81%D9%8A-%D8%AD%D9%8A%D8%A7%D8%AA%D9%86%D8%A7-%D9%88%D8%A3%D9%87%D9%85-%D8%A3%D9%87%D8%AF%D8%A7%D9%81%D9%87

the sustainability of the creative project. Among the important strategies in the writer's creative project are those related to the quality strategy, in which the writer works with his employees to set agreed-upon standards to ensure the quality of his creative product and all work related to it in the creative project and work to develop activities that achieve quality and excellence and achieve quality standards in creative work. [74] There are strategies related to government licenses to activate creative projects, which ensure that the creative project does not stop due to the government's lack of approval.

It is important to work on developing and activating the strategy for learning, teaching and knowledge transfer between the writer, his workers, his partners in the creative project and his audience in general, and activating the processes of obtaining learning and knowledge through practicing the activities of the creative project, and for all workers in the creative project to learn from each other through their sharing of ideas, skills and practices within the creative project. [75] The writer, his colleagues in the creative

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[74] https://insight.oceanx.sa/%D9%85%D8%A7-%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A7%D9%84%D8 %AA%D8%AE%D8%B7%D9%8A%D8%B 7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A-%D9% 84%D9%85%D8%A4%D8%B3%D8%B3%D8%A7/

[75] https://bakkah.com/ar/knowledge-center/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8 A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A

project, and his partners in the creative work must answer many questions that help in the success of his strategies, including these questions.

1. What is the marketing vision for the writer, his products and the creative project?

2. Do the writer, his staff and creative partners understand the theories and methods of successful marketing? Which are the most effective, most expensive, least expensive or least successful? Can they compare each one and choose the best? Do they realize the extent of the impact of marketing on the success of the creative project and consequently the sale of creative products and obtaining funding in the future?

3. What are the levels of spending on the writer's products? What funding is available? And if sold, what is the level of profit for the writer and the creative project?

4. Does the creative project team understand its audience, its characteristics, types, purchasing power, creative desires, size, and levels of presence in the writer's creative activities?[76]

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[76]https://mawdoo3.com/%D8%A3%D9%87%D9%85%D9%8A%D8%A9_%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7_%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A

5. How are revenues handled, whether through sales, funding or creative awards? Are these funds handled in a rational and effective manner to serve the creative project?

6. Does the writer create promotional activities and campaigns for his products and creative project? If yes, how effective, powerful and influential are those activities and campaigns?

Among the important strategies that must be worked on to ensure the success of the project are those related to the resources, tools and facilities that can be provided in order to increase the project's success rates. Among these facilities are the creative spaces that can be used to promote the project's creative activities, and the tools that contribute to the development and success of the project. Those who work to provide these resources, facilities and tools within their related strategy must ensure that they are available, sufficient, easy to use, accessible to the public, independent, inexpensive, have a satisfactory space and are adequately equipped.[77]

Networking and partnership strategies are among the most important strategies that work to make the creative project successful, as they facilitate access to funding, transfer knowledge and skills between different partners, improve the quality of the creative project, establish new work dynamics

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[77]https://ideascale.com/ar/%D8%A7%D9%84%D9%85%D8%AF%D9%88%D9%86%D8%A9/%D9%85%D8%A7-%D9 %87%D9%88-%D8%A7%D 9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8 %A7%D8%AA%D9%8A%D8%AC%D9%8A/

between partners and increase the impact of the creative project, enhance communication and contact between partners, protect each other's creative partners, work to create joint creative products between all creative networking partners, succeed in marketing and promoting the creative project, increase the quality and comprehensiveness of planning for joint creative projects, and increase the impact of the creative project as a whole.[78]

The strategy for reaching the target audience and the strategies for engaging the audience in the creative project are organized into the rest of the strategies to contribute to the success of the creative project as a whole and increase its impact on the public street of the creative project. This strategy depends primarily on developing public relations and marketing methods, as well as on introducing new content and partnerships. It is important to design strategies related to the public relations development strategy for the creative project and its supporting team, who plan around the form of those relationships and the degree of their strength, positivity and contribution to supporting the project, and to know how others view the project, its identity, culture and importance, and how they interact with it and communicate with

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[78] https://www.business4lions.com/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A7%D9%84%D8%AA%D8%AE %D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A% D8%AC%D9%8A/

its owner and its sponsor, and whether they contribute positively and fruitfully to providing its financial, material and human resources.[79]

The matter becomes more extensive and exciting when looking at the community surrounding the writer and the project as a whole as an important resource of the creative project's financial, material and human resources, whether in terms of supporting the project through various community institutions or contributing to the success of the writer's and the project's experience by continuously purchasing his products or working to protect the writer and the creative project from threats, violations and failure.[80]

Strategies help support the project, the clarity of the project's goals, vision and mission to them, and the creative and unique ways to make public relations activities successful with individuals, institutions and society and increase their current and future positive contributions, including other creative people from creative project owners or creative organizations or media or economic, social, political, cultural, creative, scientific, union and financial groups.[81]

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[79] https://tamayuz.ae/%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A-%D8%A8%D8%B1%D8%A4%D9%8A%D8%A9-%D9%85%D8%B3%D8%AA%D9%82%D8%A8%D9%84%D9%8A%D8%A9/

[80] https://maerifa.net/the-importance-of-personal-strategic-planning/

[81]https://axis4bs.com/blog/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A/

It is important to ensure the success of the project to protect it from the failure of the strategic plans for developing its public relations or the project, as failure here has devastating consequences for the project as a whole and affects its credibility and attacks it, which leaves negative effects in the writer's environment and affects the marketing of his creative products, which leads to the failure of the creative project, which requires working with great care in choosing and planning activities, especially in the field of public relations, and working to get closer to those who influence the writer's creative experience and the creative project in unique, creative, selective, media, celebratory and popular ways, and to invest in order to develop these positive public relations everything that can be done from intellectual discussions or media statements or photographs or permanent presence at events, and to work on creating a positive image for it in the lived reality and in the digital environment, and to invest every available opportunity to promote the uniqueness of the creative project and its importance The strategy for the writer's creative work and creative project is important to understand his specialization, the creative services he provides, what creative activities he needs to work on, what are the reasons for his distinction, and what are the ways to expand and spread it.[82]

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[82] http://www.aitrs.org/sites/default/files/Management_02032022_part_4.pdf

There is an importance to the strategies for developing relationships with other writers or creatives and creative projects in the creative project environment, which help it succeed in its strategies for networking, growth, competition, understanding the external environment and risks, what time is available for implementation, and the geographical area in which it can work to ensure the success of the project, whether it adheres to the standards of its product and creative project or not, and how it can work with other creative projects and decision-makers in those projects, and ensuring the consistency of the creative project with the values of other partners who own creative projects in its environment and creative environment, and increasing its skills and the contribution of those projects to the success of the creative project, and likewise helping the creative project to succeed for other projects .

It is important to work on developing and activating strategies for follow-up and evaluation and ensuring that the plan is on the right track to achieve the previously specified goals and objectives and linking follow-up to collecting and analyzing data and information related to the project and working on recording, completing and updating them and knowing the elements related to the creative project such as time, cost, quality and the extent to which it achieves its goals and success.[83]

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[83]https://ar.wikipedia.org/wiki/%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7_%D8%A5%D8%B3%D8%AA%D8%B1%D8 %A7%D8%AA%D9%8A%D8%AC%D9%8A

There is a strategy for managing work teams within the project. This strategy works on the project team understanding each other, their ability to integrate with each other, their ability to achieve positive and growing teamwork, their ability to manage the creative project successfully and fruitfully, and work on building the work team at the individual and group levels, including administrative, programmatic, organizational, institutional, analytical, interactive, supervisory, productive and creative capabilities, ensuring the success of other strategies, including the strategy of integration in teamwork and increasing the level of balance between the capabilities of workers in the creative project as a whole and their ability to achieve strategies for solving problems, describing them, knowing their causes and results and their solution methods, activating delegation strategies among each other, achieving management democracy among them, and their knowledge that everyone is responsible for management and making decisions independently, which ensures the formation of effective and capable administrative cadres. [84]It is important for the creative project to answer many questions to understand them and raise the ability to work with them, including these questions:

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[84] https://www.riadhkraiem.com/administrative-topics/planning-and-budgeting/strategic-planning

1. What makes up a team? Their backgrounds? Their strengths? Their skills? Their effectiveness? Their accomplishments and importance? What do they have to offer compared to competing creative teams?

2. How involved is the team in developing the work within the creative project and its success? How is it selected? Do they have plans for their work in the creative project?[85]

3. How large is the team compared to other teams in competing creative projects? How is the work organized among them? Are the roles and responsibilities of each clear and understandable to him? Does one of them perform his work to the best of his ability within the writer's creative project?

4. What are the entry and exit rates of the creative team? What is their cost? Does that cost match their experience and skills?

5. What efforts does the team make to manage the project? Are these efforts effective? Are they motivated and rewarded? What is the sustainability rate of the team's stay within the creative project?

One of the important strategies for the creative project is the change management strategy, which is concerned with understanding the culture of

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[85] https://minthr.com/ar/blog/%D9%85%D8%A7-%D9%87%D9%8A-%D9%81%D9%88%D8%A7%D8%A6%D8%AF -%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A5%D8%B3%D8%AA%D8%B1%D8%A7%D8 %AA%D9%8A%D8%AC%D9%8A/

the project and the possibilities of changing it, what are the steps for effective change, what is the shared culture, values and principles that determine the way individuals behave and the way they interact with each other, what are/are the rules followed in working in the project and what are the methods of managing it, what are the basic principles of changes in the project and the extent to which the writer, its producer, the creative project, its team, its partners and its target groups benefit from the change, its strategy and its management.[86]

Sustainability then comes as one of the main strategies of the creative project, which examines the causes of instability in the creative project and addresses them, and enables the project to survive and adapt to current conditions. Working on the minimum level of self-sustainability, enhances the success of the creative project and its continuity in activity, combats feelings of defeatism and helplessness, and maintains a course of progress in the activities and events of the creative project as a whole. In the end, there is the exit strategy, which is concerned with closing the writer's creative project if it is proven that the writer has failed to implement the project's plans and activities. The exit strategy is related to how to close the creative project and stop creative work or return to individual, emotional and

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[86] https://www.ghosn.org/articles/23/%D8%AF%D9% 88% D8%B1-%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A-%D9%81%D9%8A-%D8%B5%D9%86%D8%A7% D8%B9%D8%A9-%D9%86%D8%AC%D8%A7%D8%AD-%D8%A7%D9%84%D9%85%D8%A4%D8%B3%D8%B3% D8%A7%D8%AA

unplanned creative work that he was doing previously. The exit strategy requires understanding the best ways to close the project from a legal, financial, administrative and human perspective, and at the level of activities, achievements and scenarios of the writer's creative work after closing the project, including disposing of human resources, equipment and funds specific to the creative project.[87]

Project ability to enhance collective participation in planning[88]

It is important to ensure the project's ability to enhance collective participation in planning, as there are no important and influential ideas created by one mind, even if it is as talented as the mind of the writer and the activist in the field of designing and implementing the creative project. Therefore, it is necessary to work on enhancing collective participation in planning the activities of the creative project in a way that ensures the presence of many ideas, experiences and expertise that benefit the creative

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[87] https://www.edarabia.com/ar/%D9%85%D8%A7-%D9%87%D9%89-%D8%A7%D9%87%D9%85%D9%8A%D8%A9 -%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8 %AA%D9%8A%D8%AC%D9%89-%D9%81%D9%89-%D8%AD%D9%8A%D8%A7%D8%AA%D9%86%D8%A7-%D8%AA%D8%B9%D8%B1%D9%81-% D8%B9%D9%84%D9%89-7-%D8%A7%D9%85%D9%88%D8%B1-%D8%B6%D8%B1%D9%88%D8%B1%D9% 8A%D8%A9-%D9%84%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7/

[88] https://skills4us.com/%D9%81%D9%88%D8%A6%D8%AF-%D8%A7%D9%84%D8%AA%D8%AE%D8% B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC %D9%8A/

project, and to ensure cooperation with all of his work team and the project in a fair, respectful, transparent and motivating manner to participate with ideas, experiences and expertise, with the importance of the writer as the owner of the creative project and the leader of the work team in the project and the worker to provide the resources required from him from the work team and invest the diverse energies of the work team, friends and partners, and focus on resolving disputes between them in a way that does not pose a danger to the project, and to motivate those around him, his supporters, partners and the project's work team to search for sources of funding, or participate in free volunteer efforts for the benefit of his creative project, and enhance the participation of his team in implementing the project's activities, and remove tensions between them, and work to not harm the project due to team conflicts or disagreements, and invest well in financial, temporal and spatial resources in cooperation with them to achieve the project's goals quickly and easily Activating the participation of the project team in designing the mission, message, vision and strategic plans for the creative project and motivating them to participate permanently and effectively. If funding is available, the writer can work on employing administrative, technical and financial skills to manage his project professionally.[89]

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[89] https://onstrategos.com/ar/Blog/10-%D8%AD%D9%82%D8%A7%D8%A6%D9%82-%D9%8A%D8%AC%D8%A8-%D9%85%D8%B9%D8%B1%D9%81%D8%AA%D9%87%D8%A7-%D8%AD%D9%88%D9%84 -%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-

The creative project team can participate in designing the project's policies, and contribute to bringing in funding or other resources that the project needs, such as volunteers or free creative platforms and spaces to use in the project's public activities, and increase their positive interaction, cooperation, and compatibility for the benefit of the project, which requires the writer to determine the nature, role, responsibility, and results required of each of them according to their ability, potential, skills, and scientific or functional specialization, and to develop ways to dispense with them in a positive way.[90]

Enhancing the participation of the creative project team means knowing how to gather, motivate, evaluate, resolve disputes between them, meet their expectations, ensure that they benefit from participation, and enhance their effectiveness in achieving the project's objectives, which requires setting policies, indicators, and guidelines for working methods in the project, understanding it, its environment, and objectives, and investing in those who possess skill, talent, practical experience, and their distinction with a creative sense in the success of the project, considering their strength as part of the strength and importance of the project, and ensuring that the efforts of the

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[90]https://www.linkedin.com/pulse/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-
%D8% A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A-
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project team are consistent, coordinated, specific, verifiable, developable, and reformable, and always welcoming those who wish to support the creative project from others to join the project team and give them all opportunities to participate in designing or implementing all its activities, and giving them the right to contribute to the success of the creative project as a whole, and it is assumed to achieve good participation for the creative project team.[91] There are many topics or questions that must be answered in order to manage the creative project team in a professional and positive manner for the benefit of the creative project, including:

1. What are the current needs of the team, and how are those needs being met?

2. What are the best ways to manage them, how can their participation be activated, what are their specializations and experiences, and have their responsibilities been clearly defined?

3. What are their roles in management, development, marketing, finance and operations, and how can the creative capabilities of the team be enhanced?

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[91] https://fastercapital.com/arabpreneur/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-
%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A
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4. How can the highest level of communication between them be ensured? Is their performance reviewed and evaluated?

5. How much do they contribute to the growth and success of the project, and what is their role in implementation?

6. Did they participate and understand the specific steps to implement the strategy? And the responsibility of each one of them in developing and implementing it, and their responsibility and role in enhancing public relations and marketing for the success of the creative project.[92]

Having financial plans

One of the most important planning tasks in a creative project is the project's ability to plan for financing in favor of the project, plan for financing, deal with financial resources, and design the financial plan, once the executive plan has been formulated. Financial plans consist of a series of projections that show the expected financial impact of implementing the project strategies as stated in the implementation plans. The implementation plans answer questions related to the work that will be implemented, its timing, and the people responsible for implementation, while the financial plans answer questions such as what are the costs of implementation? Will

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[92] https://hr-excellence.net/blog/%D9%81%D9%88%D8%A7%D8%A6%D8%AF-%D8%A7%D9%84%D8%AA%D8%AE %D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A% D8%AC%D9%8A/

sufficient income be generated through the activities? And how can the cash flow balance be maintained in the long term so that the project can maintain its good performance level.[93]

Financial plans are a series of projections, showing the expected financial impacts of implementing the strategies included in the plan, what the budgets for the various activities are, and whether there is support available from the writer, his creative partners, or donors. The financial plan is the logical end of good planning, so putting it in this form does not mean that its purpose for the project is merely to provide a statement of sound income or present a budget. Rather, the purpose of the financial plan is to help the project achieve its creative mission. Financial planning can be understood through another tool, which is forecasting expenses. Forecasting expenses helps in knowing the amount of money that the creative project needs to be realized. The expected changes in the project's operations should be reflected in the expense record, whether these forecasts come as a direct result of the 8

planning process or not. The expected expenses for each activity should be included in the appropriate budget segment. The income forecasts for the project help in knowing its expenses and the possibilities of expanding its activities, and the possibilities of achieving savings from it that contribute to

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[93] https://qb-academy.com/ar/%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7 -%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A/

the writer's subsequent creative project activities or increase the effectiveness of the creative project.[94]

Good financial planning for the project contributes to its success, increases its chances of obtaining funding, anticipates current and future expenses and revenues, operates the project better, increases the effectiveness of its strategic plans, is able to compete with other creative projects, deals with threats surrounding the project easily, increases the credibility of the creative project before the public, knows the types and sources of other income and their expectations and forecasts, and forms a budget that indicates the soundness of the financial status of the project, its income, activities, expectations and forecasts, and ensures its financial stability and contributes to financial analysis and forecasts of income and budget data for those working on the plan for the creative project.[95]

It is important for the budget of the creative project and its financial planning that each number in it has a real significance and is based on a clear plan, measures and analyses based on logical expectations that ignite understanding and translate the executive priorities of the creative project, and work to reduce the financial deficits resulting from the operating expenses of the creative project, and provide clear information about the

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[94] https://motaber.com/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A7%D9%84%D8%AA%D8%AE%D8%B 7%D9%8A%D8%B7-%D8%A7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC %D9%8A/

[95] https://www.equ-consult.com/index.php/ar/strategic-planning

position of net current assets. The position of net current assets is an indicator of the project's ability to finance daily operating requirements. Good financial planning in the creative project helps the financial management to perform its tasks in the best way in terms of creating a strong financial management for the project, increasing the effectiveness of its strategic plans and applying budget and control mechanisms, taking into account the project's executive needs, helping in preparing the budget and controlling performance, analyzing cash flows and control decisions, the flow of correct financial reports, clarifying the differences between actual performance levels and the performance levels stipulated in the budget, providing appropriate justifications for the main points of variation in the budget and their impact on the expected results, comparing the results achieved in the project with the expected results, clarifying when financial pressures reach their peak and when they reach their base, encouraging healthy discussion of the authority's priorities and placing the responsibility of managing the budget process on the shoulders of senior management officials and financial management, taking remedial measures to address the shortfall in revenues, predicting crises and then taking preventive measures for them within the creative project, predicting the financial performance of the project with a high degree of accuracy, and representing crises. [96]Financial problems are the

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[96] https://repository.qu.edu.iq/wp-content/uploads/sites/31/2023/01/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-

most common reason that pushes creative projects to resort to planning, when they suffer from pressures in providing the necessary cash liquidity. Planning is the way to address financial crises [97] and the problem of cash flow. Reducing spending, improving income generation, applying advanced and complex marketing methods and attracting funding, facing difficult crises or planning in the event of financial surplus, working on expansion activities in the activities 8

and products of the creative project, whether it is creative expansion or expansion in the locations of the creative project activities or its time frame or the number of its target audience or expansion in creative public activities or expansion in marketing, promotion and distribution plans for the creative product or other operating requirements for the creative project and to move from a small position to a larger position, increasing success rates in competition for other creative projects or dealing with the media and advertisements for the creative product, allocating part of the surplus to attract new funding, obtaining financial support provided by the government or companies or national, regional and international non-governmental institutions, especially creative 8

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%D8%A7%D8%AA.pdf

[97] https://www.iasj.net/iasj/article/92263

institutions, companies that care about and support creativity, government interests associated with it, individuals interested in work and the creative project, and obtaining more money from occasions and events related to the creative project, or through the writer, the work team, partners and interested parties. There are many procedures, operations and questions that the writer and his team must answer within the creative project, most notably those related to funding, such as:[98]

1. Does the project inform donors of development plans and the effectiveness and efficiency of its innovative programmers?
2. Are these efforts enough to increase funding, and has the creative project been carried out in a way that achieves the vision of the writer and the supporters?
3. Did it promote the writer, the creative project and the supporter well?
4. What benefits does the supporter of the creative project get?
5. Have relationships with donors been developed and potential funding sources identified?
6. What are the methods of correspondence between the project and the donor, and is the project compatible with the interests of the donor?[99]

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[98] https://hrdiscussion.com/hr110233.html
[99] https://www.wafeq.com/ar/%D9%85%D8%B1%D9%83%D8%B2-%D8%A7%D9%84%D8%A3%D8%B9%D9%85 D8%A7%D9%84/%D9%84%D8%A3%D8%B5%D8%AD%D8%A7%D8%A8-%D8%A7%D9%84%D8%A3%D8%B9%D9%85%D8%A7%D9%84/%D8%A7%D9%

7. Are there any planned events that can be used to increase income and promote it?

8. Does management provide development staff and a board of directors with the information they need for appropriate publicity?

9. Did the development team execute a successful fundraising campaign?

10. How is it managed? What are its purposes?

11. What are the steps to prepare it and the role of marketing and financing in its success?

12. What is the most effective way to get funding?

13. Do media coverage and public relations contribute to the success of obtaining funding for the writer and the creative project or not?[100]

14. Have marketing efforts been made to raise funds?

15. Are the people working on development topics development specialists?

16. Are influential people, corporate and institutional executives, opinion leaders and politicians targeted when seeking funding?

17. What is the role of public relations in the success of creative project financing activities?

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7%D9%84%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A-
%D9%81%D9%8A -%D8%A7%D9%84%D8%A3%D8%B9%D9%85%D8%A7%D9%84-
%D8%B7%D8%B1%D9%8A%D9%82%D9%83 -%D9%84%D8%AA%D8%AD%D9%82%D9%8A%D9%82-
%D8%A7%D9%84%D9%86%D8%AC%D8%A7%D8%AD
[100] https://adwat.business/strategic-planning/

18. Is a marketing campaign developed that is focused, organized, ongoing and has the desired goals?

19. What event could be instrumental in strengthening relationships and increasing future funding for the creative project?

20. Is there a breakdown for medium-sized and other small-sized grants?[101]

21. Have lists been made for each category of funds collected, and what activities can be used to honor donors for their support of the creative project?

22. Is there a goal for the project, and a budget to cover its costs?

23. Are there strategic plans, anticipations of obstacles and solutions?

24. Has the project developed a comprehensive description of its needs, and does it have a team?

25. What are the project's visions for activities that enhance its success and distinction as an important and influential creative project [102]?

Ensure positive practices in the project

Any project must include a set of good practices to ensure its success. Among these practices we can mention the following:

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[101] http://www.al-jazirah.com/2011/20110414/ec12.htm
[102] http://www.al-jazirah.com/2011/20110414/ec12.htm

Transparency

Any project must be transparent, and the creative project, with all its details and activities, is supposed to be transparent to those around it, its supporters and those who believe in its talent, and to its partners in its activity and creative project, so that everyone can work without fear or betrayal or individually, and to work to ensure that all its partners are able to see inside the project and are aware of how all its details and activities are implemented, how funds are used to implement those activities, and how decisions are made in them.[103]

Ensure availability of information[104]

It means that the project works to provide accurate and timely information about the activities, funds, policies, procedures, and decisions of all its activities without exception, and is distinguished by transparency and learning how to do the work, providing ideas aimed at improving the work, and obtaining continuous information about the way the work is done, which helps everyone build trust between each other, and gain greater trust between each other, which helps the project succeed. In the end, transparency strengthens the values and moral fabric between the project and its partners,

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[103] https://ar.wikipedia.org/wiki/%D8%B4%D9%81%D8%A7%D9%81%D9%8A%D8%A9_(%D8%B3%D9%84%D9%88%D9%83)
[104] https://www.un.org/pt/node/153308

contributes to developing understanding between them, and helps attract more partners, interested parties, and supporters of the creative project.

Project Accountability[105]

One of the positive practices of the project is the extent to which the project is accountable. Any project contains a set of activities that require funds to implement, including the creative project. Whether the project is funded by the writer himself or by a funder, or the funds are from the government or non-governmental cultural institutions interested in the creative project, the project must be accountable for its activities, funding, and outputs, so that all of the writer's partners in the creative project know its quality and implement its activities within the theoretical, practical, ethical, and financial standards required to implement any project in any place and time. It is assumed that the matter should proceed easily and without complications when implementing the creative project, in a way that supports any practices, systems, standards, design of project activities, good implementation of them, continuous monitoring of implementation, excellent evaluation of the project, and its subjection to the principles, practices, and initiatives that enhance the matter and ensure the integrity, transparency, and neutrality of all project activities,

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[105]https://fastercapital.com/arabpreneur/%D8%A7%D9%84%D9%85%D8%B3%D8%A7%D8%A1%D9%84
%D8%A9-%D8%A7%D9%84%D9%85%D8%B3%D8%A7%D8%A1%D9%84%D8%A9--
%D8%A7%D9%85%D8 AA%D9%8 4%D8%A7%D9%83-
%D8%A7%D9%84%D9%85%D8%B3%D8%A4%D9%88%D9%84%D9%8A%D8%A9-%D8% B9%D9%86-
%D9%86%D8%AA%D8%A7%D8%A6%D8%AC-%D8%A7%D9%84%D9%85%D8%B4%D8%B1%D9%
88%D8%B9.html

and enhance their participation in their implementation and meeting the needs of its audience, partners, and final beneficiaries of the project, and ensure the implementation of the project in a manner based on the values of respect and dignity, and ensure the sustainability of the results of the creative project in the future, and ensure its positive impact, and help enhance communication between all project partners and obtain proposals that enhance the success of the creative project.

Teamwork care[106]

The creative project writer must care about everyone around him and provide any support, protection, promotion or encouragement and call for participation and provide them with all the means that guarantee their participation, monitoring and accountability for the project and all its activities and details because of the importance of this in the success of the creative project as a whole.

Sustainability

One of the most important criteria that indicate the success of the project is the project's ability to be sustainable. Sustainability in a creative project may mean the existence of a creative product that is able to remain on library shelves for a long time and remain in the hearts and feelings of readers for a

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[106]https://ar.wikipedia.org/wiki/%D8%B9%D9%85%D9%84_%D9%81%D8%B1%D9%8A%D9%82

longer period as a unique and influential product. Sustainability may also mean that the practices, systems, standards and procedures that the writer implemented within the project have proven their effectiveness, success and the possibility of using them in other creative projects. It may mean that the final product of the project has found great popularity and many copies of it have been sold so that its financial inputs have become part of the financing of a subsequent creative project so that the activities of the creative project continue to grow, continue and sustain its own creative work, the activities it carries out and the creative projects it launches successively. The sustainability of the project requires a degree of commitment, skills, adherence to systems and standards, the ability to obtain all the resources the project needs, maintain the momentum of its creative activities and the success of its creative outputs, and obtain the attention of its beneficiaries and partners in a way that ensures that it does not stop its creative work and thus the project's progress stops, and that it is distinguished by its ability to plan, collect donations or funding, create organizational plans for the project, respond to needs, problem-solving skills, anticipate challenges and overcome them, and work within strict systems, standards, plans and timetables.[107]

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[107] https://www.ecolabel.net/ar/eco-label/surdurulebilirligin-saglanmasi/

Quality

One of the criteria that indicate the quality of the project is the project's ability to achieve its goals at the level of the activities specific to the creative project, which are related to the design of the text, its printing, publishing, distribution, or its media coverage. The project as a whole must have the ability to hand over tasks to specialists in each of the design, printing, promotional, marketing, media, and other fields of activities that the creative project as a whole contains, and enjoy good partnerships and possess good coordination to create a coordinated, consistent, and successful collective solidarity that aims for the success of the project and not to monopolize all the activities of the creative project that require specialists, and to activate coordination and partnership and ensure the success of the creative project in the end.[108]

Promote participation

The project team must work intensively and benefit from the practical experiences of each member of the work team and consult them and share their opinions on all strategies, plans, policies, procedures, standards and details of each creative work that leads to the success of the creative project as a whole, including the type of work, its activities, standards and the best ways to implement it, who are the participants in it, what resources it needs,

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[108]https://ar.wikipedia.org/wiki/%D8%B6%D9%85%D8%A7%D9%86_%D8%A7%D9%84%D8%AC%D9%88%D8%AF%D8%A9

the goals it seeks to achieve, the desired achievement to reach, the money it needs, the values it adheres to, the wages that must be delivered, the time allocated for each activity, how each activity can be implemented, followed up, monitored, evaluated and ensured its success, what are the methods of communication between the writer and all his creative work partners, and how to activate these methods of communication to become positive and fruitful, understanding the difficulties that may surround the project and how to overcome them, the problems that may hinder it and how to solve them, the restrictions that may delay the progress of its activities and how to get rid of them, the priorities of the project and how to identify and implement them, the remaining activities in the project and who will carry them out, the project's obligations and how to fulfill them, and the sources of information that the project needs and where it will be obtained from.[109]

Finish smoothly

One of the criteria that indicate the quality of the project is its ability to be completed. Of course, the beginnings of each project are important because they determine its success plan, but the end of each project is also important because it determines the sustainability and importance of the project, whether it was successful or not, what lessons can be learned from it, whether the completed project builds new projects, whether the participation of those

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[109] https://ar.wikipedia.org/wiki/%D9%85%D8%B4%D8%A7%D8%B1%D9%83%D8%A9

interested in and supporting the creative writer's project was positive and fruitful, and whether it is possible to repeat the experience in subsequent creative projects or not. The completion of the project must be an integral part of the project, with attention paid to the design stages, the delivery plan, and the proposed measures to ensure the sustainability of the creative project.[110]

Security and safety

In fact, the most important reasons for the success of the creative project are ensuring the safety of the project itself from bankruptcy, domination, lack of acceptance by societies, creative stagnation, the dangers of promotion, fame, influence, the reality of society, conflict, war, lack of access to funding, poor quality of the project's creative products, and going through harsh and difficult economic, social, political, or cultural conditions. There are many cases in which the creative project can experience a state of insecurity, and therefore it must work to ensure the safety of the creative project from disruption, polarization, confrontation, cessation, demonization, or threats, and try to identify the challenges that may surround it and plan to jump over them, and try to identify the opportunities available in those cases for the project to be able to benefit from them and deal with what poses a great danger to its continuity, investing reality in its favor.[111]

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[110] https://ar.lpcentre.com/articles/7-steps-everyone-needs-to-master-the-project-closure-process
[111] https://algardenia.online/?p=10704

Generating good ideas

A good project is one that is able to generate new ideas and create ideas and methods of dealing with any society, regardless of the political, social, economic or cultural situation it is going through, and that has the ability to predict the future and meet the requirements of the future.[112]

Enhance resilience

One of the successful administrative methods that indicate the professionalism of the project and its team is ensuring the flexibility and positive response of the project to bad conditions. In fact, some societies and countries enter sudden states of instability, wars, revolutions, economic, social, political and cultural problems, violent confrontations, the spread of hatred, and the scarcity of interest in creative people and creative projects that cannot continue. The flexibility of the project can be enhanced by calling for peace, calm and settlement, supporting the continuation of creative projects and institutions in work, motivating other creative people to continue creative activity, presenting ideas and studies on the role of positive creativity in bringing the warring society to points of convergence, settlement, political and social peace, providing psychological and social support to groups affected by the conflict in society, presenting creative

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[112] https://www.wamda.com/ar/2012/09/%D9%83%D9%8A%D9%81%D9%8A%D8%A9-%D8%AA%D9%88%D9%84 %D9%8A%D8%AF-%D8%A3%D9%81%D9%83%D8%A 7%D8%B1-%D8%B1%D9%8A%D8%A7%D8%AF%D9%8A%D8%A9-%D8%AC%D9%8A%D8%AF%D8%A9-%D9 %88%D8%AA%D9%82%D9%8A%D9%8A%D9%85%D9%87%D8%A7

activities that can alleviate the scourges of wars and conflicts in societies, opposing calls for violence, hatred, killing and conflict, ensuring their survival as creative people or ensuring the survival of their creative projects and creative institutions in society so that everyone works to make positive changes towards peace and the society around them, and advocating for the development of policies that support creativity and its role in societies that are experiencing a difficult, emergency or unstable situation.[113]

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[113] https://www.mayoclinic.org/ar/tests-procedures/resilience-training/in-depth/resilience/art-20046311

Project and Finance

Financial resources are among the most important details that a project can contain or must contain in order to be classified as a real project that can be activated, its activities implemented, and its goals achieved. Among the reasons for success in financing the project and providing its financial needs are the following:

The project is able to assess needs and physical assets.[114]

A successful project is one that is capable of assessing needs and material assets. There are two parts in this aspect that the creative project is supposed to be aware of before entering into the executive aspect of the project. The first of these two parts is related to assessing the needs that the writer needs to continue writing and creative work within his own project and assessing the material assets that he owns and that can be a source of support for him in this work. The writer's creative project should have knowledge of the needs and material assets that he must possess in order for the project to be activated without delay or deleting some of its important activities due to not knowing what needs the project needs in order for its activities to be achieved in an appropriate manner, and what material assets the writer owns that can

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[114] https://m3wan.com/%D8%AF%D8%B1%D8%A7%D8%B3%D8%A9-
%D8%A7%D9%84%D8%AC%D8%AF%D9%88%D9%89-%D8%A7%D9%84%D9%85%D8%A7%D9 % 84%
D9%8A% D8%A9-%D8%AF%D9%84%D9%8A%D9%84-%D9%85%D9%81%D8%B5%D9%84-
%D8%B9%D9%86-%D8%A5%D8%B9%D8%AF%D8%A7/

help him implement the project activities smoothly and without delay or forgetting or overlooking some of these activities. The second part is related to the needs of the community around him for creativity, and whether it needs it in the first place and monitors it and benefits from it or not.[115]

The project has knowledge of the needs and assets required for implementation.

The creative project must know the needs and assets necessary to implement the project in a good way through the data, information and expertise available to them that enable them to accurately identify those needs, determine the priorities of the creative project and enrich it with opinions, suggestions, interventions and plans that ensure its success within practical strategies, shared visions and knowledge of the opportunities, risks, threats and the cultural, creative, political and societal environment in which the creative project operates.[116]

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[115] https://aol.edu.sa/wp-content/uploads/2021/11/%D8%AF%D8%B1%D8%A7%D8%B3%D8%A9-%D8%A7%D9%84%D8%AC%D8%AF%D9 %88%D9%89-%D9%88%D8%AA%D9%82%D9%8A%D9%8A%D9%85-%D8%A7%D9%84%D9%85%D8%B4%D8%B1%D9%88%D8%B9%D8%A7%D8%AA.pdf

[116] https://elshoula.com/post/%D8%AF%D8%B1%D8%A7%D8%B3%D8%A9-%D8%A7%D9%84%D8%AC%D8%AF%D9%88%D9%89-%D8%A7%D9%84%D9%8 5%D8%A7%D9%84%D9%8A%D8%A9-%D8%AA%D8%B9%D8%B1%D9%8A%D9%81%D9%87%D8%A7-%D9%88%D8%A3%D9%87%D9%85%D9%8A%D8%AA%D9%87/
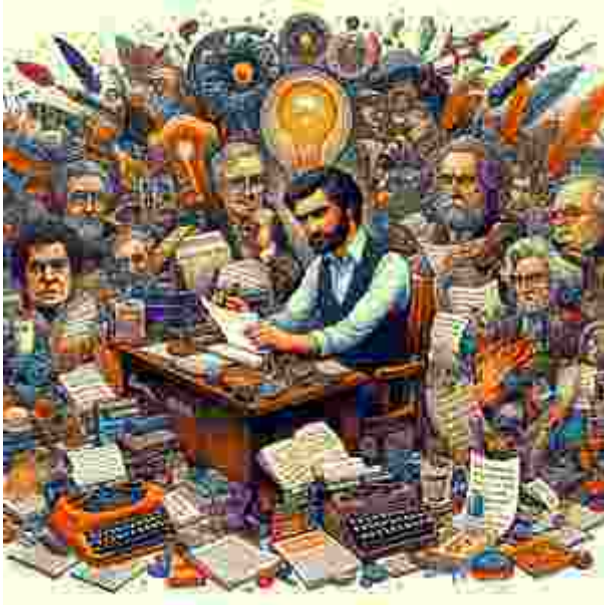
The project has the ability to handle money wisely.

The most important reason for the success of the project with money is to be able to deal with money wisely. Dealing wisely with money is the main path to the success of the project by ensuring the presence and activation of financial management and good governance in all financial details of the project and adhering to the values of integrity, transparency and disclosure in financial management starting from announcing the sources of funding and all expenditures in the project and adopting financial transparency and clarity and announcing the activities of the creative project and its resources and sources of funding and adhering to the rules of accountability.[117]

Good financial management of all financial transactions[118]

The most important reasons for the success of any project are good financial management of all financial procedures, ensuring the soundness of the project's financial situation, the existence of a good relationship between the financial management of funds, transparency and its best practices, full attention to the rules of accountability and transparency in the project, dealing with resources wisely, ensuring the quality of the required financial

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[117] https://fourweekmba.com/ar/%D8%AA%D9%82%D9%8A%D9%8A%D9%85-%D8%A7%D9%84%D8%A7%D8%AD%D8% AA%D9%8A%D8%A7%D8%AC%D8%A7%D8%AA/
[118] https://www.tamweely.org/articles/%D9%85%D8%A7-%D9%82%D8%A8%D9%84-%D8%A7%D9%84%D8%AA%D9%85 %D9%88%D9%8A%D9%84/%D8%AF%D8%B1%D8%A7%D8% B3%D8%A9-%D8%A7%D9%84%D8%AC%D8%AF%D9%88%D9%89-%D8%A7%D9%84%D9%85% D8%A7%D9%84%D9%8A%D8%A9-%D9%84%D9%84%D9%85%D8%B4%D8%B1%D9%88%D8%B9

reports, and strict action with any situation that includes a breach of responsibility and a violation of ethics in dealing with funds, and ensuring the activation of accounting in all details of the project and submission and commitment to them.

The project is able to design good budgets.[119]

The project will be distinguished in its finances if the project is able to design good budgets. Having a good and comprehensive budget for all the activities of the writer's creative project means that the project will not stop at any time during the implementation of its activities and thus the project will not fail. Developing a good budget means answering many questions related to money and how to provide, spend and control it, what activities will be implemented, how they can be achieved and what their costs are, whether partnership is needed to implement it, whether the creative project needs additional funding, where the funding will be obtained from and how it will be spent and monitored, who will make decisions on spending, who will evaluate spending operations and other financial questions related to implementing the project's activities, work and costs, who will participate in covering the costs, and how the money will be dealt with in a transparent,

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[119] https://dexef.com/features/accounting/budgets/

honest and comprehensive manner that adds positively to the creative project.[120]

The project ensures that budgets comply with regulatory standards. The budget is supposed to be subject to some criteria that determine its success and quality, such as whether the budget adheres to a timetable for it and the activities it contains, whether it includes those responsible for managing it and implementing the activities it contains, whether it has been presented to the partners of the creative project, whether it is accurate, standardized and takes into account the special conditions of the project, whether it expresses its objectives, whether its implementation is monitored, who is responsible for managing it, and whether it contains the main and sub-items so that it is comprehensive of everything the creative project needs to achieve its activities or not.[121]

Ensure financial transparency standard[122]

It is important to pay attention to the transparency standard in the budget inputs and where they came from, and include all expenses. On the other hand, attention must be paid to the needs of the activities that the project contains, and that the costs of the activities are available within the budget.

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[120] http://ar.oerp.ir/content/517/%D9%85%D9%88%D8%A7%D8%B2%D9%86%D8%A9-
%D8%A7%D9%84%D9% 85%D8%B4%D8%B1%D9%88% D8%B9-
%D9%88%D8%A7%D9%84%D8%B3%D9%8A%D8%B7%D8%B1%D8%A9-%D8%B9%D9%84%D9%89-
%D8%A7%D9%84%D9%83%D9%84%D9%81

[121] https://translate.google.com/translate?u=https://asana.com/resources/project-budget & hl=ar &
sl=en & tl=ar & client=rq & prev=search

[122] https://www.issai.org/wp-content/uploads/2019/09/issai_21_ar.pdf

When designing the budget, it is important to know the effects that contribute to increasing the expenses in the budget on the plan, including the prices of materials, services, wages, transportation costs, place rents, or activity costs. All of these responsibilities, work, and activities that will not be done without setting budgets in a specialized and professional manner are carried out by professionals who have defined roles and responsibilities in designing good budgets, starting with planning and setting the budget that serves the general and specific goals of the writer and the creative project, and choosing the activities that achieve those goals, considering that the budget is the financial plan for the creative project as a whole.

Ensure team participation in budget development and monitoring.[123]

When developing the budget, specialists must involve the team in the budgeting process, take all internal and external factors into consideration when developing the budget, use past and current information to develop realistic budget scenarios and obtain approval for the use of the budget in managing ongoing operations, understand the relationship of the budget to the overall project plan, what activities will be carried out, what services will

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[123] https://fastercapital.com/arabpreneur/%D9%83%D9%8A%D9%81%D9%8A%D8%A9-%D8%A5%D8 %AF%D8%A7%D8%B1%D8%A9-%D8%A7%D9%84%D8%B4%D8%A4%D9%88%D9%86- %D8%A7%D9%84%D9 %85% D8%A7%D9%84%D9%8A%D8%A9- %D9%84%D9%84%D9%81%D8%B1%D9%8A%D9%82-%D9%88%D8%A5% D8%B9%D8%AF%D8%A7%D8%AF- %D8%A7%D9%84%D9%85%D9%8A%D8%B2%D8%A7%D9%86%D9%8A%D8 %A9.html

be provided, the cost of the activities, and how and from where these resources will be obtained.

Budget subject to a timetable[124]

Budgeting procedures are carried out in a sequential manner, and therefore the writer and designers of the project budget must develop a timetable for the budgeting procedures, with dates for completing the implementation of each activity, as well as identifying the persons responsible for implementing each activity in it and presenting it to all project partners and approving all its expenses, ensuring the availability of the necessary funding to implement its activities, ensuring that the estimates in the budget are highly accurate, clarifying the criteria used in setting those estimates, ensuring that the budget reflects the objectives of the project as a whole, and working to monitor the implementation of the budget after its approval and obtaining financial reports that clarify comparisons between the planned and the actual, and studying the reasons for the deviation, if any.[125]

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[124]https://ar.wikipedia.org/wiki/%D9%85%D9%8A%D8%B2%D8%A7%D9%86%D9%8A%D8%A9_(%D9%85%D8%AD%20D8%A7%D8%B3%D8%A8%D8%A9)

[125]https://khitasabdelkarim.wordpress.com/2015/09/09/%D8%AE%D8%B5%D9%80%D9%80%D8%A7%D8%A6%D8%20%B5-
%D8%A7%D9%84%D9%85%D9%8A%D9%80%D9%80%D9%80%D8%B2%D8%A7%D9%86%D9%8A%D9%80%D9%80%D8%A9/

The budget is flexible, sound and credible.

The budget must be flexible in terms of the possibility of modifying it according to the actual reality and according to the available funding. The distribution of direct and indirect expenses must be taken into account as much as possible. On the other hand, the creative project must design the budget for the creative project to ensure that it contains the basic items that the project needs and the budget for the activities that the project contains as a whole, including all the expected revenues and expenses during the implementation of the creative project and the types of expected revenues and their sources and the types of expected expenses, and documenting all these revenues and expenses in a professional, transparent, honest and daily manner, if possible, within accounting statements and accounting systems that are known and guaranteed to be correct and reliable.[126]

Having financial experience

The success of all of the above is contributed to by the experience of working within previous creative projects that contained budgets within them and their previous experiences in dealing with budgets before. There remains a permanent possibility of cooperation and handing over tasks to specialists in dealing with budgets and adding services and volunteer efforts to the budget

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[126]https://getvom.com/%D8%A7%D9%84%D9%85%D9%8A%D8%B2%D8%A7%D9%86%D9%8A%D8%A9-%D8%A7% D9%84%D8%B9%D9%85%D9%88%D9%85%D9%8A%D8%A9/

and any volunteer devices or equipment to the budget as funding for the project, and valuing every financial donation or volunteer financial effort within the budget.[127]

Budget compliance with financial and accounting laws and regulations

The financial movement must comply with financial laws, the financial conditions of the donor, and the national and local laws of the country, and work to maintain all the financial papers that were worked on in the project and maintain accurate records of the financial movement in the project and work professionally with financial activities and details, and design control systems for the movement of funds and the preservation and storage of cash and dealing with bonds, checks, payments, equipment and inventory related to finance It is important for the success of financial management to work on protecting papers or funds from misuse by the implementation team, protecting them from theft or dealing in a way that is not financial, and the ability to work with financial papers including invoices, arranging, archiving and updating them with each financial transaction, and keeping them well in case the donor or any authority wishes to review them or when submitting

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[127] https://www.wafeq.com/ar/%D8%AA%D8%B9%D9%84%D9%85-
%D8%A7%D9%84%D9%85%D8%AD%D8%A7% D8%B3%D8%A8%
D8%A9/%D8%A7%D9%84%D9%85%D8%AD%D8%A7%D8%B3%D8%A8%D8%A9-
%D8%A7%D9%84%D8%A5% D8%AF%D8%A7%D8%B1%D9
%8A%D8%A9/%D8%A5%D8%B9%D8%AF%D8%A7%D8%AF-
%D8%A7%D9%84%D9%85%D9%8A%D8%B2%D8 %A7%D9%86%D9%8A%D8%A9-
%D8%AF%D9%84%D9%8A%D9%84-%D8%B4%D8%A7%D9%85%D9%84-%
D9%84%D9%84%D8%B4%D8%B1%D9%83%D8%A7%D8%AA

financial reports or carrying out review, follow-up and evaluation operations for the financial movement in exchange for implementing the project and achieving its objectives.[128]

Financial management's compliance with procedures that ensure the quality of financial operations

Good financial management is a set of procedures that ensure the quality of financial operations in a way that achieves the project's objectives, the confidence of all those dealing with it, reflects transparency, and operates within the rules of good governance, accountability, and accounting in the financial transactions and financing that it carries out, which must be clear and the sources known to all, and all those dealing with the project must be subject to accountability in any situation in which there is suspicion of improper handling of funds, suspicion of corruption, or irrational behavior with financing. [129] More broadly, financial management that adheres to transparency, clarity and adherence to laws is a form of democratic practice, respect for laws and combating corruption. This is what drives all partners

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128 https://finapp.jo/%D8%A7%D9%84%D8%AB%D9%82%D8%A7%D9%81%D8%A9-
%D8%A7%D9%84%D9%85 D8%A7%D9%84%D9%8A%D8%A9/%D8%A7
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%D8%A7%D9%84%D8%B4%D8%AE%D8%B5 D9%8A%D8%A9-%D9%88%D8%A7%D9%84%D8%A3%
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%D8%A8%D8%AE/
129 https://qsalary.com/ar/blog/creating-budget/

of the creative project to be affected by the project and work on its success collectively. Financial management is the one that works on developing financial plans, creating a vision for financing and expenses, working on the accounting system and maintaining accounting records, arranging work and activities within the project, and dealing with everyone with a degree of accountability and responsibility, submitting to oversight and presenting the project and its implementers as an honest entity before partners, donors, the government, beneficiaries and all those interested in its work. It is the management that ensures the best dealings with financial resources and not seeking to achieve personal gains.[130]

Ensure the good and free flow of financial information

Financial management works to ensure the good and free flow of financial information, and is concerned with publishing honest financial project reports. In other words, financial management is important for the creative project because it is one of the important departments in directing decision-making regarding projects, programs and activities. It is the department that provides information about revenues and expenses.

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[130] https://ahli.com/ar/%D8%A7%D9%86%D8%B4%D8%A7%D8%A1-%D9%85%D9%8A%D8%B2%D8%A7%D9%86%D9%8A%D8%A9 -%D9%86%D8%A7%D8%AC%D8%AD%D8%A9-%D8%AE%D8%B7%D9%88%D8%A7%D8%AA-%D8%A8%D8% B3%D9%8A%D8%B7%D8%A9/

Anticipate financial problems and suggest solutions

It is important to anticipate financial problems and propose solutions for them, develop plans and strategies for financial stability, identify issues that need improvement in dealing with money, and focus on creating financial strategies in designing budgets and setting financial goals, studying and identifying the financial systems and conditions of donors and recommending the application of these conditions when designing programs and projects sent for funding, and alerting to available funding sources.[131]

Continuous planning and work to obtain funds for the project

The work that professional financial management can do for the benefit of the creative project includes planning to obtain funds or decisions related to their disbursement, monitoring and evaluating them, and knowing their impact in a specialized accounting manner, planning for financing and designing budgets for the long and short term, what activities the project will implement and how much they cost, and what are the financial policies followed and approving them, working to adopt the project's financial policy, supervising the implementation of programs and administrative expenses, knowing the financial status of the project and its activities, evaluating the feasibility of spending aspects, ensuring that the policies and

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[131] https://getvom.com/%D8%A5%D8%B9%D8%AF%D8%A7%D8%AF-%D9%85%D9%8A%D8%B2%D8%A7%D9%86% D9%8A%D8%A9/

standards followed in dealing with funds are met, reviewing and approving budgets, financial position, final accounts, financial reports, internal or external auditing, monitoring the implementation of financial procedures and the obligations of the creative project to others, the extent to which the funds achieve the financial goals of the project, appointing those responsible for its financial management, and preserving the project by keeping its financial status stable, growing and sufficient.[132]

Financial operations are subject to review and audit.

It is important for the project to work on financial issues with interest and make recommendations on what to do in dealing with money, review the budget and set financial policies, contribute to the selection of employees for accounts, provide advice on financial priorities, review and amend financial reports, monitor financial management and the quality of its work, monitor financial trends and available funding opportunities and projects being implemented, maintain accurate and complete financial records and work on financial documents, write financial reports, record financial information, receive and archive documents, make the required accounts in paper or electronic form and provide these papers to management to ensure monitoring and accountability and avoid corruption.

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[132] https://www.diamond-dpc.com/ar/article/%D8%A5%D8%B9%D8%AF%D8%A7%D8%AF-
%D8%A7%D9%84%D9%85% D9%8A%D8%B2%D8%A7%D9%86%D9%8A%D8%A9/

Financial Reporting Quality Assurance

The creative project must take care of all financial details and submit financial reports, deal with financial transactions, keep accounting books, supervise the project's resources, expenses, receipts, revenues, accounts, and financial operations as a whole, keep the documents indicating them, review, approve, and preserve the records, ensure that all expenses are consistent with the budget items and have passed through the applicable administrative transactions, and prepare the reports related to them, especially the final reports and closing accounts.[133]

The project's interest in all elements of financial management and their application

It is important for the project to take care of all elements of financial management and their application. A good project is one that takes care of all elements of financial management and applies them in the best possible way, starting with preparing a financial plan known as the budget, which includes a vision for both expected income and expenses. Based on this budget, actual income and expenses are compared, and financial information is obtained through the accounting system that keeps records of financial transactions. This information is subject to control and the use of this

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[133] https://portal365.org/ar/posts/49

information to direct project operations to reach the best use of financial resources to achieve its goals, direct decision-making regarding the activities of the creative project, know its revenues and expenses, and make adjustments according to expenses. Identify areas that need improvement in performance efficiency, anticipate financial problems, propose strategies to achieve financial stability, and enhance funding sources from governmental organizations, individuals, the public and donors.[134]

Ensure sound management of financial resources[135]

The objectives of sound financial management that we are talking about are to make the most of financial resources. Anticipate financial problems. Ensure compliance with government requirements and regulations and funders' requirements. Ensure that funds are used appropriately. Provide accurate information to all levels, planning and budgeting, financial transactions and record keeping. Financial management as a whole, conduct financial analysis and monitor the budget and reports. Know how much [136]is spent, and in what areas? Is there sufficient income to cover the expenses of the creative project? Is there a reserve cash flow to face emergencies? Is work

[134]https://mawdoo3.com/%D8%AE%D8%B7%D9%88%D8%A7%D8%AA_%D8%A5%D8%B9%D8%AF%D8%A7%D8%AF_%D8%A7%D9%84%D9%85%D9%8A%D8%B2%D8%A7%D9%86%D9%8A%D8%A9

[135] https://qsalary.com/ar/blog/budgeting-tools/

[136] https://elmohaseb.com/%D8%A7%D8%B9%D8%AF%D8%A7%D8%AF-%D8%A7%D9%84%D9%85%D9%8A%D8%B2% D8%A7%D9%86%D9%8A%D8%A9/

being done within the budget, and is spending being done as planned or not? Knowing how to manage cash flow and charge costs and analyze costs, monitoring and anticipating and avoiding problems, bearing direct and indirect costs, and analyzing costs to ensure efficiency and effectiveness and monitoring the budget through a set of financial procedures, records, forms, files and auxiliary books to include efficient financial management, confirm the validity of financial transactions, and work to reduce the rate of error, forgery and mismanagement. Good internal control ensures that the impact of each amount is monitored from the first primary source to the final recording.[137]

Ensure control over spending on available funds[138]

One of the reasons for the importance of financial management for a creative project is that it works to know whether more was spent on one of the items than planned? And whether the project will be forced to spend more on one of the items than planned? By carefully reading the records and data, it is possible to anticipate some problems and work to avoid their occurrence. As well as solving some problems quickly, and working on financial monitoring and supervision activities by comparing the budget with the actual reality, comparing financial periods, analyzing variable indicators, and writing

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[137] https://www.argaam.com/ar/article/articledetail/id/1522907

[138] https://www.daftra.com/hub/%D8%A7%D9%84%D9%85%D9%88%D8%A7%D8%B2%D9%86%D8%A9-%D8%A7%D9%84%D8%AA%D9%82%D8%AF%D9%8A%D8%B1%D9%8A%D8%A9-%D9%84%D9%84%D9%85%D8%A8%D9%8A%D8%B9%D8%A7%D8%AA

internal and external financial reports that show expenses, the financial status of the grants provided compared to the plans and cash forecasts, cash flow, and analyzing the cost of the activities of the creative project as a whole.

Project and Public Relations

The creative project works with open, diverse and different communities, and therefore those communities need a strategy to understand it, understand the ways to deal with it and reach it, and from the parties or groups with whom it requires establishing good, growing and fruitful relationships, as follows:

Developing advertising methods and reaching the target audience[139]

So that the project can achieve its goal of reaching the public through having a strategy on the means of advertising and ways of reaching the public that requires organizing the form of community interaction with the project activities and their participation in them and their benefit from them and their belief in the role of the writer and creativity in general in changing, modernizing and developing the writer and themselves as a community, which enhances the financing, support and protection of the creative project in general.

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[139] https://mahmoudalzeer.com/2021/12/05/5-ways-to-reach-your-target-audience/

Enhancing community participation in the creative project

By motivating them to finance it, participate in its implementation, follow-up, monitoring, evaluation, transparency, and enhancing its positive impact on their lives, thus increasing the relationships and links between the project, the community, and the various stakeholders associated with the project.[140]

To be comprehensive, objective and credible in dealing with the public and respecting their diversity and opinions.

It is important for a creative project that wants to reach the public to be comprehensive, objective and credible in dealing with them, respecting their diversity and different opinions, activating activities to reach them and activating their participation in all project activities in a manner consistent with the vision, goals, message, values, work and activities of the project in a way that ensures real and effective access to them and increases their knowledge of their diversity and differences and ways of communicating with them and activating those methods in the best possible way.[141]

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[140]https://belabeeb.com/blog/2023/11/27/%D8%AA%D8%AD%D8%AF%D9%8A%D8%AF-%D8%A7%D9%84 %D8%AC%D9%85%D9%87%D9%88%D8%B1-%D8%A7%D9%84%D9%85%D8%B3%D8%AA%D9%87%D8%AF% D9%81/

[141] https://tram-media.com/%D8%A7%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A%D8%A7%D8%AA-%D8%A5%D8%B9%D9%84%D 8%A7%D9%86%D9%8A%D8%A9-

Aligning the priorities of the creative project with the priorities of the community

The priorities of the creative project must be in line with the priorities of the surrounding community or its audience. Therefore, it is necessary to work on the participation of the audience and their ideas and

benefit from them in developing their creative projects. It seems that the lack of practices in reaching the target audience affects the work of many projects and their lack of access to the target audience despite the importance and uniqueness of the project experience and its creative products.[142]

Increase the creative project products to meet the needs of the audience

Creativity is criticized for the lack of creative projects and activities they undertake to enhance their reach to their audience and their failure to activate the Internet as a fast and inexpensive way to reach the audience, as well as the geographical, cultural, sectarian, and economic and cultural diversity and the need of each audience surrounding the organization for a different and expensive advertising and access method, and the sensitivity of each type of diversity in the audience to a creative approach specific to it that is sensitive

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[142]https://fastercapital.com/arabpreneur/%D8%AA%D8%AD%D8%AF%D9%8A%D8%AF-
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%D8%A8%D8% B4%D9%83%D9%84-%D9%81%D8%B9%D8%A7%D9%84.html

to its issues and avoids its pitfalls. [143] It is important to work on designing and developing a specialized strategy to reach the target audience of the creative project, and to work on increasing its knowledge of the audience by seeking help and reading studies to identify the diversity of the audience, its locations, its needs, and how to reach it, or searching the Internet and obtaining studies that give the writer the information he needs to activate such plans. It is important for the project to be interested in society, its issues, and its dreams, and to take its ideas from it and address those ideas literary and creatively to address the issues of the society in which it lives. It is important for the creative project to focus on the developments and specificities of the society in which the creative project is active [144].

Focus on the features of the emergence, development and determinants of society.

The creative project must understand the nature of community representation and create a realistic image of its pluralistic nature in terms of politics,

[143]https://fastercapital.com/arabpreneur/%D8%A7%D8%AD%D8%AA%D9%8A%D8%A7%D8%AC%D8%A7%D8%AA-%D8%A7%D9% 84%D8%AC%D9%85%D9%87%D9 %88%D8%B1--
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%D9%88%D8%A7%D9%84%D8%AD%D9% 84%D9%88%D9%84.html
[144] https://blog.khamsat.com/customer-needs/

society, economy, culture, and diversity of human groups in terms of color, gender, origin, race, religious ethnicity, social class, geographical location, and other characteristics of community diversity, and understand the nature of community interaction with communities in other countries, whether those linked to the project community in a specific region such as the Arab world or countries in the world in general, and know and search for any ongoing developments in the community, and understand the way to interact with them and learn about the cultural and narrative heritage and the [145]material and immaterial heritage of the community and benefit from it, and be aware of the cultural, literary and artistic works issued by the community, its individuals and institutions, and know the best way to benefit from them, and learn about the urgent needs of the community and work to participate in achieving them or demanding them through the creative project and anticipate the future of the community by learning about the current state of the community and investing in the creative outputs of the project and obtaining the contributions of academics 8

and the outputs of educational and research institutions about the community, its issues, characteristics and developments and benefiting from them in the quality of the project and realizing the practical reality and challenges facing the community on the ground and participating in

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[145] https://lucidya.com/ar/blog/5-tips-to-solve-the-puzzle-of-how-to-understand-your-audience/

criticizing them or providing solutions To learn about the positive experiences of other societies and write about them to enhance readers' ideas about them and demand their implementation at the local level without compromising their culture or privacy. And to learn about issues with a global dimension that are linked to the local dimension in any society, such as civil, political, economic, social and cultural human rights, women's issues, education, health, the environment, democracy, and freedoms of all kinds, and to write about them and invest the details of their topics in enriching the creative project and understanding the main issues of society and writing about them literary and creatively and helping society through the writer's texts to define its role and goals in obtaining a secure, stable, growing and creative society. And transforming the ideas and opinions existing in society into creative forms that analyze and study them and present ideas in their applications through the activities of the creative project [146]and sympathy with the decline in living conditions or freedoms of society and contributing to addressing the current conditions it lives through presenting creative and innovative textual ideas that draw the attention of society to wasted opportunities and how to benefit from them and providing moral support to society through inspiring

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[146] https://fastercapital.com/arabpreneur/%D8%AA%D9%84%D8%A8%D9%8A%D8%A9-%D8%A7%D8%AD%D8%AA%D9%8A%D8% A7%D8%AC%D8%A7%D8%AA-%D8%A7%D9%84%D8%B9%D9%8 5%D9%84%D8%A7%D8%A1-%D9%85%D9%86-%D8%AE%D9%84%D8%A7%D9%84-%D8%A7%D9%84%D8 %AA%D8%B5%D9%86%D9%8A%D9%81-%D8%A7%D9%84%D9%81%D8%B9%D8%A7%D9%84.html

literary texts that motivate it to change for the better and suggesting alternative solutions to society's problems through the writer's literary texts that can be published to society through publications within the creative project as a whole and participating in societal movements or experiments that call for development and positive change and through literary texts that support these movements or experiments and understanding the laws and legislation that regulate the state of society and identifying negative laws [147] that do not enhance the freedom and well-being of society and its participation and writing about them and showing the level of their harm through literary texts to present cases that were harmed by them, which may lead to changing those laws such as personal status laws or laws related to human rights and others and working to create awareness in society about the issues that society does not pay attention to and their importance to For its growth, survival and development through referring to it, activity and participation in local institutions, especially non-governmental institutions, and working to benefit from their resources and benefit from them in advocating for the issues they work on and aim to serve the interests of the local community. And cooperation with contemporary writers and authors of the writer who have creative projects parallel to the writer's creative

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[147] https://vlinzza.com/blog/%D8%A7%D8%B3%D8%AA%D9%87%D8%AF%D8%A7%D9%81-
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%D8%A7%D9%84%D9%85%D9%86%D8%A7%D8%B3%D8% A8/

project to create literary and creative initiatives to discuss local community issues and participate in them with creative solutions and solidarity with any violation by any contemporary writer of the writer who has creative projects parallel to the writer's creative project by writing and initiatives advocating for the freedom of the writer and freedom of creativity in society in general and not isolating himself [148] from the issues and problems of society and considering it a wealth of ideas for the writer's texts who must dive into and learn about most of the problems of society such as high poverty rates, ignorance of the local community of its responsibilities and duties, population density and the housing crisis, high unemployment rates, destruction of infrastructure, lack of security and poor political, legal and societal conditions and problems of education, women, media, cultural pluralism, difference, tolerance, politics, daily social news, corruption issues, and violations. Everything of these is the nucleus of a new story, a new text, and a new creative project that contributes to influencing public opinion in society and building a new awareness in it. Calling for the values of justice and equality and for authorities to assume their responsibilities, and encouraging community institutions to carry out their responsibilities as well to achieve the goals and

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[148] https://afdalanalytics.com/blog/%D8%A7%D9%84%D8%AA%D8%B3%D9%88%D9%8A%D9%8 2-%D8%A7%D9%84%D8%B1%D9%82%D9%85%D9%8A/%D8%A7%D9%84%D8%AC%D9%85%D9%87%D9%8 8%D8%B1-%D8%A7%D9%84%D9%85%D8%AA%D9%87%D8%AF%D9%81-%D9%84%D8%B9%D9%8 4%D8%A7%D9%85%D8%AA%D9%83-%D8%A7%D9%84%D8%AA%D8%AC%D8%A7%D8%B1%D9%8A%D8%A9

demands of society and highlight the image of the weak, those whose rights have been violated, the oppressed and the marginalized, and presenting them in their human capacity and protecting their human dignity from violation and lifting restrictions from them so that they can fully exercise their citizenship and within the protection of the law and the creativity of intellectuals and writers, including the creative project team, and calling for reconciliation and positive dealing with the past, present and future in its society, and resolving conflicts between members of society and opposing inhuman behaviors such as violence against women, torture and punishment, and crimes against humanity and developing and encouraging society to adopt positive, participatory and interactive life behaviors based on respect, love, affection and common interests.[149]

Project interaction with community issues

It is important for the project to be concerned with achieving people's participation in its details, and for the creative project to be concerned with achieving community and public participation in its details, activities, and the issue it discusses, which affects them and motivates them to participate in the success of the creative project, support, protect, and promote it, and

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[149]https://mobi.art4muslim.com/blog/%D8%A7%D8%B3%D8%AA%D9%87%D8%AF%D8%A7%D9%81-
%D8%A7%D9%84% D8%AC%D9%87%D9%88%D8 %B1-
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%A9-%D8%A7%D9%84%D9%88%D8%B5%D9%88%D9%84/

participate in enhancing the writer's fame in his community, and work on designing methods and tools to enhance public participation in activating the activities of the creative project and providing the public and community with information and tools that make them supporters and positive actors in the development and success of the creative project, and those who are responsible for ensuring that the community is well informed about all the details of the project and their knowledge of their roles in its success.

Informing the audience about the details of the creative project and knowing their roles in its success[150]

The project should inform the public about its details and know their roles in its success by providing them with information about it through newspapers and magazines, on its website and its official page on social media networks, or through television or radio interviews in which it explains the project, its uniqueness, its importance, and the importance of community participation in supporting and protecting it, or by investing in any citizen meetings to introduce them to the creative project and its importance in their lives and invite them to participate in implementing and supporting the project, and try to reach decision-makers in communities and ensure their admiration,

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[150] https://fastercapital.com/arabpreneur/%D9%81%D9%86-
%D8%B1%D9%8A%D8%A7%D8%AF%D8%A9-%D8%A7%D9%84%D8
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protection, and support, and try to reach government officials and ensure their admiration, protection, and support for the creative project, and recognize the importance of these participations in the success of the project, its importance, and maximizing its impact and independence.

Building trust between the creative project and the community[151]

It is important for the project to have the ability to build trust in the community. The project's good reputation within its community is one of the most important assets in the success of the creative project, and contributes to increasing the community's participation in the success of the creative project. And building trust between him and them, and their knowledge of the project and how it works, what are its limits, what are its needs, and what are the things that can increase the level of success of the project, and providing them with information about the project as a right of theirs, and involving them in planning, implementation, evaluation, support, protection of the project, and presenting it to the public in an ethical, simple, and clear

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[151] https://fastercapital.com/arabpreneur/%D8%AB%D9%82%D8%A9-%D8%A7%D9%84%D9%85%D8%AC%D8%AA%D9%85%D8% B9--%D9%83%D9%8A%D9%81%D9%8A%D8%A9-%D8%A8%D9%86%D8%A7%D8%A1-%D8%A7%D9%84%D8%AB%D9%82%D8% A9-%D9%85%D8%B9-%D9%85%D8%AC%D8%AA%D9%85%D8%B9%D9%83-%D9%88%D8%A7%D9%84%D8%AD%D9%81%D8%A7%D8%B8-%D8%B9%D9%84%D9%8A %D9%87%D8%A7-%D9%88%D8%AA%D8%B1%D8%B3%D9%8A%D8%AE-%D8%A7%D9%84%D9%85%D8%B5 %D8%AF%D8%A7%D9%82%D9%8A%D8%A9-%D9%88%D8%A7%D9%84%D8%B3%D9%84%D8%B7%D8%A9. html

manner that contains methods and tools for positive public participation in it.

Dealing with the public transparently[152]

When dealing with the public, the creative project must be characterized by transparency in dealing with them and focusing on them being aware of how the creative project works and who manages it, what are its details, its outputs, how the main decisions are made in it, how its priorities are determined, where the money the creative project needs comes from and how it is spent, with the importance of the writer treating his audience and community with integrity, dignity, and respect, and knowing the visions and ideas of his audience by conducting regular surveys about the project through his website or reactions to his creative experience on his page on social networks or meeting with people anywhere to ensure the success of the project such as being able to collect money and support from the community, building relationships with them, and their contribution to implementing some of the project activities, and motivating the government or the private sector to support the creative project or volunteer to achieve some of the project details through their efforts or practical,

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[152] https://sorbonnetraining.com/blog-details/%D8%A8%D9%86%D8%A7%D8%A1-
%D8%A7%D9%84%D8%AB%D9%82%D8%A9- %D9
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%D9%81%D8%B9%D8%A7%D9%84%D8%A9

scientific and professional specializations, or their contribution to collecting donations or their participation in protecting the creative project.[153]

The creative project aims to empower the community.[154]

It is important for the project to have the goal of achieving community empowerment. The information and creativity that the project creates contributes in one way or another to community empowerment. Participation and empowerment enhance empowerment and public participation in the details and implementation of the creative project, learning new skills, and gaining confidence. When people feel empowered, they become more likely to participate. Community participation in implementing the creative project contributes to the emergence and upbringing of new creators who continue the projects of great creators in the community by relying on the skills of professional creators and providing talented people with opportunities to learn about the world of creativity and its details, which ensures the continuity of creative activity in the community.[155]

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[153] https://addiyae.university/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A7%D9%84%D8%AB%D9%82%D8%A9- %D8%A8%D8%A7%D9%84%D9%86 %D9%81%D8%B3-%D9%81%D9%8A-%D8%A8%D9%86%D8%A7%D8%A1-%D8%B9%D9%84%D8%A7%D9%82%D8%A7%D8%AA-%D8%A7%D8%AC%D8%AA%D9%85/

[154] https://ar.wikipedia.org/wiki/%D8%AA%D9%85%D9%83%D9%8A%D9%86

[155] https://fastercapital.com/arabpreneur/%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9-%D8%A7%D9%8 4%D9%85%D8%AC%D8%AA%D9%85%D8%B9-%D8%AA%D9%85%D9%83%D9%8A%D9%86-%D8%A7%D9% 84%D9%85%D8%A C%D8%AA%D9%85%D8%B9%D8%A7%D8%AA-%D9%85%D9%86-%D8%AE%D9%84%D8%A7%D9%84-

The project contributes to increasing the role of the project with partners and stakeholders.

There are many stakeholders surrounding the writer and the creative project, and the project is supposed to meet certain criteria with partners and stakeholders to ensure its success and that the project has positive, growing relationships, networking, partnerships and alliances with stakeholders. The project is supposed to have positive, growing relationships, networking, partnerships and alliances with stakeholders. Positive, growing and beneficial public relations are a necessity for every project owner, whether an individual, institution or company. They are often done with groups or individuals who care about the same issue as the project owner and interact with it, making them stakeholders in the project. In general, strong relationships are based on common goals, trust and mutual benefits. [156]Public relations are based on a set of values that the creative project must care about and adhere to ensure that these relationships are beneficial, including commitment to good practices, transparency, interest in disclosure and openness between everyone, not hiding information and data and providing it, ensuring its flow between parties, not withholding it, providing credibility and trust, respect

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[156] https://www-ncbi-nlm-nih-gov.translate.goog/books/NBK430929/?_x_tr_sl=en &_x_tr_tl=ar &_
x_tr_hl=ar &_x_tr_pto=rq

for the target group by everyone, not dealing with it lightly or easily, providing quality service, believing in the principle of accountability between partners, respecting the right of public opinion or society to question the project or its partners regarding any position or action that includes suspicion of breach of responsibility and infringement of ethics. Providing accountability means that the writer and his partners are subject to accountability in the event of breach of partnership or manipulation in their favor, no conflict of interest, commitment to integrity in all details of project activities, independence and specialization, commitment to organizational and administrative policies, commitment to national legislation, enhancing the value of teamwork, cooperation and positive coordination, not excluding or marginalizing any partner in the project, and commitment to the agreements concluded between the partners of the creative project.[157]

The project has advanced and positive partnerships.[158]

The project should have advanced, positive, individual or institutional partnerships and benefit from them, which requires the project to enhance

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[157] https://ruwwad.ngo/ar/node/22

[158] https://fastercapital.com/arabpreneur/%D8%A8%D9%86%D8%A7%D8%A1-
%D8%B4%D8%B1%D8%A7 %D9%83%D8%A7%D8%AA-%D8%A3%D9%82%D9%88%D9%89--
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the concept and application of partnership in a positive way between it and its partners. Partnership is a form of joint sharing of responsibilities that are agreed upon by all partners and in which roles are distributed among them within a framework of trust and mutual respect and within a framework of transparency, accountability, and information flow, agreement on common goals, agreement on the means used to achieve them, and work to maximize the benefits of each partner, and work to achieve greater effectiveness for the creative project and joint confrontation of negative practices or obstacles that hinder the project from development and success, and protect the project from negative economic, political or cultural changes, and support the partnership for freedom of thought, opinion and expression and the right to cultural work and the right to independent creativity for all partners. Partnerships can be activated through networking, which is a term close to the term partnership, but it is more committed and binding between partners within the network. The project tends to network with people or institutions who work with them in the same field or are interested in the same issue, whether it is a local, societal, national, regional, international, class, or humanitarian issue, or other types of issues. Networks are characterized by their pivotal role in communication and interaction between parties, and they represent parties with equal rights and duties. They are not official and not bound by rules, but are only committed to achieving the goal and are linked to the goal of building the parties' capacities. They have a legal and

regulatory framework and may be local, national, regional or international. They are concerned with exchanging expertise between parties and ensure the flow of information and knowledge between parties. They arise as a reaction to certain events that call for solidarity, support and action, and they arise when a group of individuals or entities have common goals.[159]

One of the ways of partnership is the alliance, which is larger than the network. Only institutions, companies, and perhaps networks are included in this type of relationship, because the alliance is considered a large and collective umbrella for work to achieve a general goal on a temporary basis or on a permanent basis to establish means of cooperation and participation. The success or failure of the alliance depends to a large extent on the participants in it and how it is formed and composed. Work in it often determines the goals and means of the work that it builds, and alliances enhance efforts, and allow for the effective use of resources by avoiding duplication of efforts. It may provide legal, social, or political cover, and allow groups to learn from each other, and contribute to developing relationships between them, and create new leaderships, and contribute to developing effective and long-term relationships and expanding the scope of

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[159]https://fastercapital.com/arabpreneur/%D8%A7%D9%84%D8%B4%D8%B1%D8%A7%D9%83
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work or the joint project and helps in the success of obtaining support or raising funds. The disadvantage of the alliance is that it may consume time to reach an agreement on common ideas, and requires major concessions.

The alliance may create an atmosphere of competition, tension, and a sense of unbalanced power among partners, and some of them do not receive praise. The advantages of the alliance are that it is based on setting clear, specific, known, non-conflicting, focused, unified, and consensual goals, and all partners participate in implementing them, as well as determining strategies, tactics, and work policies within the alliance, coordinating work and activities, and developing plans jointly for the benefit of each partner in the alliance, with the importance of working for the benefit of the alliance as well, and paying attention to facilitating decision-making, providing communication and coordination between all partners, coordinating materials, resources, research, and information, and coordinating joint policies and operations. The alliance works to participate in unified activities in general, providing information about their decisions, moving their membership forward to become an active membership, and committing to supporting the success of the alliance, providing aid and assistance when needed, and taking on the required tasks with skill, and not being drawn into

chaos, and working to make and implement decisions within the alliance, and paying attention to useful and successful proposals.[160]

The alliance works to manage conflict between partners in a positive and effective way, and ensure the flow of information between partners. The alliance works to build the capabilities of members, and the alliance includes a structure for making decisions and carrying out activities, and all members of the alliance are equal, and all members of the alliance participate in making decisions, and with the presence of interactive leadership, and members of the alliance do what they are good at, and attention to recruiting members of the alliance, we keep in mind that all groups will bring to the alliance different resources, interests and levels of commitment. But all members contribute to making the effort, and focus on providing a common understanding of the issue at hand and common activities between the alliance partners, and attention to regular communication and joint meetings.[161]

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[160] https://www.wafeq.com/ar/%D9%85%D8%B1%D9%83%D8%B2-%D8%A7%D9%84%D8%A3%D8%B9%D9%85%D9%85%20D8%A7%D9%84/%D9%84%D8%A3%D8%B5%D8%AD%D8%A7%D8%A8-%D8%A7%D9%84%D8%A3%D8%B9%D9%85%20D8%A7%D9%84/%20D9%83%D9%8A%D9%81-%D8%AA%D8%A8%D9%86%D9%8A-%D8%B4%D8%B1%D8%A7%D9%83%D8%A7%20D8%AA-%D8%B9%D9%85%D9%84-%D9%86%D8%A7%D8%AC%D8%AD%D8%A9-%D9%81%D9%8A-7-%D8%AE%D8%B7%D9%88%D8%A7%D8%AA

[161] https://query.libretexts.org/%D8%A7%D9%84%D9%84%D8%BA%D8%A9%20%D8%A7%D9%84%D8%B9%D8%B1%D8%A8%20%D9%8A%D8%A9/%D9%83%D8%AA%D8%A7%D8%A8%3A%20%D8%B1%D9%8A%D8%A7%D8%AF%D8%A9%20%D8%A7

A good creative project is one that is able to create partnerships for its benefit and is able to develop and benefit from them. The partnership between the project and the partners is based on a set of principles, most notably equality, mutual respect, transparency in relationships and dealings, and [162] effective communication between the two parties, in addition to all parties assuming responsibility and committing to achieving benefit from these partnerships and focusing on positive results for them through professional, positive, integrated and diverse practical approaches that aim to enhance the creative project and its importance, as well as the role of partnerships in achieving partner agreements, activating plans and skills, improving performance, fair and effective participation in decision-making, assuming responsibility and effective coordination between all parties. It is important for the project to have plans to facilitate and activate participation activities and develop partnerships. Any organized work within a project must proceed according to good and well-designed plans to organize and activate the project activities as a whole. These plans related to facilitating participation activities and developing partnerships also include advocacy activities or activities that are important for the success of the project and its enjoyment

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162 https://ar-fundraising.arij.net/documentation/mega-elements/7-%d8%a8%d9%86%d8%a7%d8%a1-%d8%a7%d9%84%d8%b4% d8%b1%d8%a7%d9%83%d8%a7%d8%aa/

of a positive and sustainable impact that stimulates the participation of beneficiaries in designing, implementing, monitoring and evaluating the project as a main basis for success. The project that wants to activate and facilitate participation in its policies, plans and strategies is supposed to answer the following questions.[163]

1. What is the level of participation?
2. Does participation include sharing information about situations and responses?
3. What resources are available to detail and facilitate the participation of individuals and entities?
4. What criteria ensure that their participation is effective?
5. What kind of advice or feedback can I get from them?
6. Can accountability tools be activated for them to invest in criticizing and correcting the path of the creative project?
7. What is the degree of partner participation in decision-making in the project and its activities?
8. What are the potentials of the creative project to enable the audience to participate by providing tools and techniques to communicate with

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[163] https://scisp.gov.sa/web/ar/our-role?csrt=8333832345825419815

them, removing obstacles to their participation, and knowing their ability and potential to reach effective and positive participation?[164]

9. What are the potentials of the creative project to reach all the societal groups it wants to reach?

10. What are the challenges in terms of geographical distance, illiteracy levels, or poor infrastructure and information that could hinder the creative project from reaching the public and society?

11. What is the capacity of partners, audiences and the community to use participatory technologies and participate in the events of the creative project?

12. Can the creative project reduce the obstacles to beneficiaries' participation in its work and in the design, implementation, monitoring and evaluation of this work?[165]

13. Can the project enable them to play an active role in managing and implementing its activities?

14. Can the creative project analyze the trends of the beneficiary audience and know its trends, responsibilities, roles, interests, strength, influence, and interactions and analyze this interaction to identify and meet its protests?

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[164] https://lawyeralmuzayen.sa/%D9%85%D8%A7-%D9%87%D9%8A-%D8%B4%D8%B1%D9%88%D8%B7-%D9%81%D8% B6-%D8%A7%D9%84%D8%B1%D8%A7%D9%83%D8%A9-%D8%A8%D9%8A%D9%86-%D8%A7%D9%84%D8%B4%D8% B1%D9%83%D8%A7%D8%A1%D8%9F/

[165] https://www-profit-co.translate.goog/blog/the-alphabet-p/partnership/the-importance-of-partnership-in-business/?_x_tr_sl=en &_x_tr_tl=ar &_x_tr_hl=ar &_x_tr_pto =rq

The partnership between the creative project and its partners, whether individuals or entities, is based on a set of principles such as equality, mutual respect, transparency in relationships and dealings, effective communication, and the assumption of responsibility by all parties, commitment to achieving benefit from these partnerships, and focusing on positive results for these partnerships through professional, positive, integrated and diverse practical approaches that aim to enhance the ability to activate these partnerships, increase awareness of their importance, principles and role in achieving partnership agreements, activate plans and skills, improve performance, fair and effective participation in decision-making, and assume responsibility and effective coordination between all parties.[166]

The project is successful in effective and continuous coordination.[167]

It is of utmost importance for the project to be successful in effective and continuous coordination. There are no successful partnerships without effective, successful and continuous coordination between partners to bridge the gaps in the projects they jointly implement. Coordination can be at the local, national, regional and international levels. Coordination arrangements

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[166] https://igppp.tn/ar/node/223

[167] https://ar.lpcentre.com/articles/team-coordination-the-secret-to-effective-cooperation-in-business-improvement

must then be developed at all these levels so that they are effective and positive and serve the interests of the creative project and support its success, and invest coordination positively to support everyone's participation in planning on a wider scale for the activities of the creative project, enhance accountability and transparency systems, develop the project's own sources of income, and activate new partnerships with individuals, communities, local, national, regional and international civil society organizations, including the private sector and local and national authorities. The existence of a strategy for effective and positive coordination in the creative project works to provide it with the needs it needs, and identify the gaps that it can work on.[168]

One of the most important reasons for the success of coordination between partners is their keenness to participate with each other in solving the issues and problems of their project, their keenness on the success of the partnership between them and maintaining the gathering between them and focusing on it being positive and beneficial for all partners in addition to keenness on the sustainability of work based on cooperation between partners and everyone's contribution to supporting the activities of any partner within the existing partnership and keenness to apply its principles and bear its responsibilities

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[168] https://sorbonnetraining.com/blog-details/%D8%A7%D9%84%D8%A3%D8%B3%D8%A7%D8%B3%D9%8A%D8%A7%D8%AA-%D9%81%D9%8A-%D8%AA%D8%AE%D8%B7 %D9%8A%D8%B7-%D8%A7%D9%84%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9-%D8%AE%D8%B7%D9%88%D8%A7%D8%AA-%D8%A7%D9%84%D9%86%D8%AC%D8%A7%D8%AD

and understand its duties, and effective and continuous communication between partners to activate collective and positive coordination between them, and everyone's desire to contribute to serving the local community in which they work. Collective, continuous and growing coordination is of great importance and ensures the existence of an opportunity to create a partnership that requires distinctive coordination, and enhances the ability of all partners to participate in the activities needed by the creative project of the writer or creator, and enriches partners with tools and methods that support their success in work and their participation with each other in the best practices followed.

The project is successful in developing teamwork.[169]

The project must be successful in developing teamwork. One of the most important tasks that a creative project can do is to strengthen teamwork within the project so that it becomes good, positively influential and successful. An individual alone cannot work well or influence the surrounding community, no matter how large his activity and influence is. The real influence comes from a group of people who work together for the

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[169] https://www.wspace.com.sa/ar-blogs/%D9%85%D9%87%D8%A7%D8%B1%D8%A7%D8%AA-%D8%A7%D9%84% D8%B9%D9%85%D 9%84-%D8%B6%D9%85%D9%86-%D9%81%D8%B1%D9%8A%D9%82-%D9%88-%D8%A7%D9%87%D9%85%D9%8A%D8%AA%D9%87%D8%A7

success of a project that they all care about. Teamwork is important to ensure the success of the project because the mixing of ideas, experiences, efforts, professions, cultures, methods, expectations and relationships has an important impact on the project. Teamwork requires a lot of effort, work and commitment from all team members in teamwork, from the desire to work and reduce conflicts in the team and intensify successes, achieve the team's goal, and focus on creating a clear goal and vision for cooperation between them and their fear of participating and sharing their experiences and efforts for their benefit [170]and the benefit of the community in which they work, along with the importance of investing their knowledge and skills to achieve the project. Teamwork requires the team to understand each other's roles and responsibilities, and the importance of choosing open and committed leaders to lead the team to success, especially if they are experienced. The team should work to develop a sense of majority and consensus in decisions, and focus on democracy in reaching decisions and who is responsible for them. It is very important for the creative project team to work seriously on managing conflicts in the team, clarifying and identifying the causes of the conflict, trying to understand different points of view, and working to find a goal and objectives agreed upon by the team, and the nature of the available

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[170] https://net3lem.com/%D9%81%D9%87%D9%85-%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A7%D9%84 %D8%B9%D9%85%D9%84-%D8%A7%D9%84%D8%AC%D9%85%D8%A7%D8%B9%D9%8A-%D9%81%D9%8A-%D8%A5%D8%AF%D8%A7%D8%B1% D8%A9-%D8%A7%D9%84%D9%85%D8%B4%D8%A7/

options, expected obstacles, and proposed solutions, and understanding and implementing them within open communication in the team in order to build trust and a sense of belonging among them and intensify their effectiveness, work, feelings, and adaptation to teamwork.[171]

It is very important for the creative project team to build the team's capabilities in the topics of building trust between them by listening to each other, sacrificing for the purpose of reaching solutions, sharing information, skills and resources, communicating openly and honestly between them, and developing a positive dialogue language. There is also an importance in motivating the team to work hard and efficiently for the benefit of the team and the activities it carries out, and working to build the team's capabilities in the basics of teamwork and persuasion techniques and following up on them as they go through all stages of their formation and development and developing their expectations, their readiness to work and how to do it, and setting effective rules, procedures and processes on how to share information and manage differences and conflict between them, and helping them build a comfortable and open work environment for them, and methods of delegating tasks and the effectiveness of each of their roles in the success of the project, so that the team ultimately becomes, through teamwork, a contributor to creating a positive and

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[171] https://ibnsinatrainingacademy.com/how-teamwork-helps-in-success/

sustainable impact, as the value of teamwork is very important in the success of the creative project.[172]

The creative project aims to guide the behavior of individuals and societies.

The creative project is considered a major component of the culture of any society, which directs the behavior of individuals and groups, builds common goals, and interacts together in the direction of enriching their ideas and opinions, then their activities that express these ideas, aiming to achieve specific, common goals, and they have agreement on activities that achieve the goals, and the means of achieving them.[173]

The project will enhance relationships between the team as stakeholders.

Each member of the team makes a certain effort, with others, to complement each other to achieve the goal, and the presence of interaction and exchange of experiences and opinions between all members of the team or work group to improve the work itself. Work teams vary in various types of projects, some of which are formal, whether in a government sector, private sector or in a voluntary organization, some of which are informal, and some of which

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[172] https://www.linkedin.com/pulse/%D8%A3%D9%87%D9%85%D9%8A%D8%A9-%D8%A7%D9%84%D8%B9%D9%85%20D9%84-%D8%A7%D9%84%D8%AC%D9%85%D8%A7%D8%B9%D9%8A -%D9%81%D9%8A-%D8%A8%D9%86%D8%A7%D8%A1-%D8%B9%D9%85%D9%84-%D9%85%D9%86%D8%B3%D8%AC%D9%85-%D9%88%D9%86%D8%A7%D8%AC%D8%AD-lina-alkahlout/
[173] https://yanb3.com/%D9%85%D9%87%D8%A7%D8%B1%D8%A7%D8%AA-%D8%A7%D9%84%D8%B9%D9%85%20D9%84-%D8%A7%D9%84%D8%AC%D9%85%D8%A7%D8%B9%D9%8A/

are virtual and electronic, relying on social communication tools [174], and agreeing on achieving one goal with the efforts of the entire group. Work teams may end when the goal is achieved or may turn into an organizational framework in reality. Among the characteristics of working as a team and its requirements are the diminishing use of I to become we, mutual trust between the team, continuous communication, transparency in the flow of information, the conviction that the success of the individual is the success of the group, the distribution of roles and responsibilities among everyone, the convergence of skill levels between the work team, the clarity of the goal or goals adopted by the creative project and the conviction of the goals and enthusiasm to achieve them, their reality and clarity, and that they do not have negative effects. It is important that the skill levels are close among the team members. To bring the team closer together, there are multiple tools to integrate and activate the skills of the team working in the project, such as preparing all team members for the tasks that achieve the goals, continuous and ongoing consultation between the team, and distributing roles and responsibilities in line with the capabilities of the individuals in the team. Providing training and knowledge flow of information to all team members, and having appropriate tools to train the team and prepare it to work as a

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[174] https://www.questionpro.com/blog/ar/%D8%A7%D9%84%D8%B9%D9%85%D9%84-%D8%A7%D9%84%D8%AC%D9%85%D8%A7%D8%B9%D9%8A-%D9%85%D8%A7-%D9%87%D9%88-%D8%8C-%D9%85%D8%B2%D8%A7%D9%8A%D8%A7%D9%87%D8%A7-%D9%88%D9%83%D9%8A%D9%81%D9%8A%D8%A9-%D8%AA%D9%82/

team, achieving continuity for the team, ensuring the accumulation of experiences, their integration, achieving integration and communication between team members, deepening the individual's belonging to the team, ensuring its success, and that the standards of efficiency, accountability and questioning are clear and codified, respecting the legal rules and regulations for the work of the group or within the civil organization as a whole within the reach of the team, and the extent of the availability of a good and tolerant spirit among the project team members.[175]

Criteria for a good creative project

There are many criteria that achieve a good creative project, including:

Project proposal quality[176]

The project is the document that provides a complete and comprehensive explanation of the project that you intend to implement. The funding agencies read it to learn about the project and who submitted it in order to make a decision to finance the project or not. Therefore, the project proposal is what determines whether the project deserves funding or not. The project

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[175] https://www.aljazeera.net/midan/miscellaneous/2017/11/1/7-%D8%AE%D8%B7%D9%88%D8%A7%D8%AA-%D9%84%D8% A8%D9%86%D8%A 7%D8%A1-%D9%81%D8%B1%D9%8A%D9%82-%D8%B9%D9%85%D9%84-%D9%85%D9%86%D8%B3%D8%AC%D9%85-%D9%88%D9%86%D8%A7%D8%AC%D8%AD

[176] https://www.goprospero.com/blog/ar/how-to-write-a-winning-business-proposal/

proposal must be able to convince the funding agencies of its importance in terms of the idea and that there is a need for it. It must also describe clearly and directly how the project will be implemented and its results, in addition to convincing the funder of the project's ability to implement the project and achieve results and whether it adopts the point of view of the funding agency to reach its decision to finance the project.

Project importance

Projects are one of the means of developing societies and organizations in a balanced manner, whether these projects are profitable or service-oriented, and they work to enhance energies. In light of the scarcity of resources and allocations, the role of projects has become more important, as they help in segmenting service and profit activities, and transforming ideas into a practical reality that enhances management methods, follows them up, activates the use of resources, and reaches their optimal use cases. They include the optimal investment of resources in light of the presence of specific goals and scarcity of resources.[177]

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[177] https://riyada.iq/blogs/209f41f5-3608-4cd3-af03-1a62dae17d86

Project features[178]

The project is characterized by its uniqueness and its special objectives, and it has three-dimensional objectives: the existence of a specific timetable, the existence of a specific budget, the existence of specific goals and desired performance, and a systematically planned process that aims to achieve previously described objectives within a specific budget and a time known by a beginning and end.

Project steps[179]

There are some important steps that the writer must take in order for the creative project to succeed, such as forming a work team to design the project, developing a work plan to design the project, estimating the needs for data collection and data analysis, setting goals and activities and designing follow-up and evaluation methods, developing work plans and budgets, knowing the project and organizing thinking about it and how to manage it, analyzing the reasons for its potential success, and developing mechanisms for its sustainability within a set of successive and sequential steps that achieve the goal of this project, which are represented in planning, organization, implementation and evaluation.

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[178] https://www.ibtdi.com/the-advantages-of-small-and-medium-projects/
[179] https://my-communication.com/project-stages/

Project life cycle sequence[180]

The project life cycle begins from the moment it is thought of, and continues even after the completion of its activities and the evaluation phase after its completion, which begins with the planning phase, which includes estimating needs, defining and analyzing the problem, setting general and specific goals, activities, follow-up and evaluation methods, developing a work plan, and a budget. Then comes the implementation phase, which includes setting executive plans, implementing activities, following up on them, and reviewing them to reach the completion of the project, which includes writing the final report, and evaluating the project, which makes the project life cycle divided into several phases, starting with its design, writing, financing, implementation, completion, and evaluation.[181]

All project steps require many activities, including estimating needs, prioritizing problems, identifying the problem that the project will address, setting and analyzing the general goal, choosing a solution from the proposed alternatives, setting specific goals, setting indicators and means of verification, identifying activities, identifying methods of monitoring and evaluation, setting a work plan and budget, working on collecting, analyzing

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[180] https://bakkah.com/ar/knowledge-center/%D8%AD%D9%8A%D8%A7%D8%A9-%D8%A7%D9%84%D9%85%D8%B4%D8% B1%D9%88%D8%B9

[181] https://bakkah.com/ar/knowledge-center/%D9%85%D8%B1%D8%A7%D8%AD%D9%84-%D8%B9%D9%85%D9%84%D 9%8A%D8%A9-%D8%A5%D8%AF%D8%A7%D8%B1%D8%A9-%D8%A7%D9%84%D9%85%D8%B4%D8%A7% D8%B1%D9%8A%D8%B9

and presenting data, setting the resulting priorities, and making recommendations that contribute to the success of the creative project.

Collecting the information required to design and manage a creative project well requires working on understanding and determining what information is required, who is the source from which you will obtain the information, how you will obtain the information, [182]and how you will record the information to reach a comprehensive and complete understanding of all aspects of the project, its needs, its environment, its results and its activities within a collaborative vision between the creative project, its work team, its partners and all stakeholders to reach the establishment of a common collective vision for the future, to distinguish and arrange the main issues, thus facilitating immediate action to mitigate the severity of problems, and supporting the analysis of the issues discussed by the project using the community as a reference framework, thus ensuring a comprehensive review of the problems facing the systems that produce and provide the service and the necessity of integrating the strategies of different services, and developing work plans to address the main issues according to the experiences and creativity of diverse local groups with arranging priorities, and mobilizing resources from all parts of society to meet the needs of the project and its targets and knowing

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[182] https://www.alwefaak.com/blog-post.php?page=25 &
title=%D8%AF%D9%88%D8%B1%D8%A9_%D8%A5%D8%AF%D8%A7
%D8%B1%D8%A9_%D8%A7%D9%84%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9

the weaknesses and shortcomings, and the extent of the group's contribution to implementing the project? Is there a possibility of them obstructing the project? What is their role in planning the project? What actions should be taken to ensure the support of stakeholders? Then what or how will the project's reaction be reflected towards them and how will it affect them, knowing who will positively or negatively affect the progress of the project, avoiding risks that may hinder the progress of the project, knowing the opportunities that the project may benefit from, knowing the groups or individuals who should be motivated to participate in the project, knowing who are the stakeholders who should be involved in the project design phase, and avoiding negative impact on all parties.[183]

Project design

The project is designed to refer to a set of procedures during which information is collected about an issue and an attempt is made to develop the best ways to address it, by using various methods that help crystallize the image of what the project will be, including the allocation of resources. It is preferable to provide opportunities for the participation of external parties within the project design team, such as beneficiaries, the popular base, and partners, and to put the project in a written form with the addition of

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[183] https://spskills.com/articles/%D8%AF%D9%88%D8%B1%D8%A9-%D8%AD%D9%8A%D8%A7%D8%A9-%D8%A7%D9 %84%D9%85%D8%B4%D8%B1%D9%88%D8%B9/

components that were not addressed in the project design, such as: the executive summary, the introduction to the activity, attachments, and capabilities. The project design is considered an essential and even inevitable issue, considering the presence of more than one party or participant in the project design process, which includes many intertwined and interconnected tasks, and not wasting a lot of time and effort, in the design process may not yield the desired results after the effort and trouble expended in it.[184]

It is preferable to present the design to some individuals from outside the team that designed the project. Among those to whom the design is presented may be some individuals who participated in some stages of the project design indirectly or to a weak degree. In addition to creating a checklist to ensure the soundness of the project design, ensuring the quality of the project, its ability to coordinate resources and activities, ease of implementation, stability of its funding, supporters and targets, the ability to stop easily when necessary, and having results that can be measured and documented.[185]

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[184]https://hbrarabic.com/%D8%A7%D9%84%D9%85%D9%81%D8%A7%D9%87%D9%8A%D9%85-%D8%A7%D9%84% D8%A5%D8%AF%D8%A7%D8%B 1%D9%8A%D8%A9/%D8%AF%D9%88%D8%B1%D8%A9-%D8%AD%D9%8A%D8%A7%D8%A9-%D8%A7%D9 %84%D9%85%D8%B4%D8%B1%D9%88%D8%B9/

[185] https://holistiquetraining.com/ar/news/project-life-cycle-essentials-a-strategic-approach

Project Ownership[186]

The project team collectively has responsibilities that include deciding on proposed project changes that exceed tolerance levels agreed with the project manager, overseeing the project, providing resources, guidance and insight when necessary, monitoring the viability of the project, making decisions to end the project if necessary, representing the interest of the perspective they represent, supporting and advising the project manager in managing the project, especially on matters beyond the project manager's control, advocating for the [187]necessary resources and support for the project and project management governance, formally authorizing the project to begin, developing a project charter, project deliverables, project scope statement, goal, objectives, key deliverables, project estimates and activities, project schedule, project budget, initial list of roles and skills required to perform the necessary work, project risks and identifying potential issues and risks that may be encountered, project tolerance levels, and resources required to implement it, ensuring a shared understanding of project milestones among key stakeholders and sponsors, documenting a shared commitment to the project's purposes, resources and activities necessary for the project's success and the ways in which time, money,

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[186]https://wordwall.net/resource/13555894/%D8%AA%D8%AD%D8%AF%D9%8A%D8%AF-
%D9%86%D9%8 8%D8%B9-%D9%85%D9%84%D9%83%D9%8A%D8%A9-
%D8%A7%D9%84%D9%85%D8%B4%D8%B1%D9% 88%D8%B9
[187] https://uwaterloo.ca/vpaf-project-management-office/methodologies/roles-and-
responsibilities/project-owner

materials, staff and project capital are spent in implementing it and ensuring the commitment and support of decision makers. The main donors, implementing partners, and internal decision makers of the organization, and that the main stakeholders have a common understanding of this project in terms of scope, budget, timeline, benefits and risks, and the third stage is the project launch and the launch of project activities for many stakeholders who have interests in the project intervention and include balance, comprehensiveness, integration, participation and iteration in the planning and management of the project, and balance in the planning of implementation.

It is good to have a balanced project management to ensure that all activities are implemented, the budget and timeline required to perform the work associated with each of these stages, and that the implementation plan will include the information required to complete the work in the implementation stage, and includes the plan required to perform the work necessary to manage the other stages of the project, such as planning to prepare the project - when developing the detailed implementation plan, and ensuring that the project plans are not rigid, and reviewing the plans regularly, updating them, monitoring them and reviewing them and ensuring that the plan is

appropriate, accurate and realistic, and planning for the implementation of the project[188]

Project planning[189]

Planning elements are important to complete the project work, with the importance of ensuring that the overall project plan includes planning for managing the project scope, how it will be managed and controlled, its products, services, results, time, processes, tools, needs, evaluation, justification, the need it will address, the resources consumed by the project, money, time, reputation, effort, effectiveness, efficiency, achievement, benefits, stakeholders, individuals, groups and institutions whose interests may be negatively or positively affected by the project implementation and completion, involvement, identification, analysis, monitoring, resources, processes, systems, equipment, materials, finances, and human resources? Standard logistics indicators, integration, implementation, decisions, budget, scope, logistics, options, risks, participation, encouragement, participation, priority, development, donors, impacts, consultation and collaboration Funding decisions are made by external donors or internal groups in the project. It is of utmost importance to plan accurate estimates of the effort, time, money, resources and staff required to complete the project. With all of the above, participation in the planning process has significant advantages, as

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[188] https://translate.google.com/translate?u=https://www.wrike.com/product-management-guide/faq/what-is-the-difference-between-a-project-manager-and- project-owner/ & hl=ar & sl=en & tl=ar & client=rq & prev=search

[189] https://www.knowledgecity.com/mena/ar/library/BUS1210M1/fundamentals-of-project-planning/

stakeholders have the skills and knowledge that can be used when making accurate estimates of budgets, time requirements, effort levels and other resources required to complete the project and work to identify potential project risks and develop plans to mitigate their effects. New staff and/or partner staff can benefit from increased awareness of the project direction when participating in planning activities. Ensuring a shared understanding of project outcomes and goals, leadership, ownership and acceptance of project implementation activities, defining the project intervention logic and logical framework, identifying relationships between resources, activities, outcomes and interventions, and assessing risks and progress through indicators and means of verification that lead to achieving the project's ultimate goal.[190]

Know all aspects of the project

The project team should know all aspects of the project such as the logical framework, sequence, activities, procedures, financial, human, technical, material inputs, time, production, deliverables, training, construction, personnel, outputs, products, goods, services, changes, goals, quality built methods, knowledge, skills, goods, contribution, change, desired impacts that the project contributes, mission, assumptions, risks, capabilities,

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[190] https://startupsfactory.zendesk.com/hc/ar/articles/115001896193-%D8%A7%D8%AF%D9%88%D8%A7%D8%AA-%D8%A7%D9%84%D8%AA%D8%AE%D8%B7%D9%8A%D8%B7-%D8%A7%D9%84%D8%AA%D9%88%D9%82%D8%B9%D8%A7%D8%AA

anticipation of potential problems, logic, assumptions, interventions, tangible results, outputs, social change and Elements and Achievement,

Activities and people management, team leadership, communication, technical skills, issue management, internal controls, monitoring, evaluation and control until the project is completed [191].

Project control[192]

Project control activity involves setting up the systems and decision-making process to manage variances between project plans in terms of scope, schedule, cost, etc., and the actual implementation of the project. It also involves knowing how to manage variances and changes, documenting them, and communicating them to stakeholders. A critical component of a comprehensive implementation plan is a monitoring and evaluation plan that defines the system for tracking and measuring project progress, performance, and impact. The appropriate time to develop a formal monitoring and evaluation plan is after the project has received funding approval but before project preparation activities.[193]

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191 https://portal.gstudies.org/Article/Article/%D9%83%D9%8A%D9%81-%D8%AA%D8%AA%D9%85-%D8%B9%D9%85 %D9%84%D9%8A%D8%A9-%D8%A5%D8%AF%D8%A7%D8%B1%D8%A9-%D8%A7%D9%84%D9%85%D8%B4 %D8%B1%D9%88%D8%B9/22
192 https://faculty.uobasrah.edu.iq/uploads/teaching/1609525428.pdf
193 https://faculty.uobasrah.edu.iq/uploads/teaching/1609525428.pdf

However, the preparatory work that contributes to that plan begins well before this point. A strong project design facilitates the preparation and alignment of comprehensive monitoring and evaluation systems. The monitoring and evaluation plan extends to include initial indicators of project progress, identifying logic, risks, opportunities, assumptions and constraints, updating and reviewing activities, schedules and project resources, and ensuring that project intervention activities focus on addressing risks and issues that pose immediate threats to project success. The final phase is the end-of-project phase, an activity with a defined beginning and end, which involves the project team actively managing the end-of-project strategy that outlines how the project will evolve when the project completion schedule is reached, while ensuring continued progress toward objectives. The transition plan may include several scenarios or contingencies to address risks, and may allocate additional resources when exiting the project entirely is not possible, and when the project enters the end-of-project transition phase. Communicate with internal stakeholders to verify that the project scope has been completed and deliverables are acceptable, document acceptance of those deliverables through some form of formal acknowledgement or acceptance, ensure their satisfaction, not only with the technical aspects of the project, but with the overall objectives, and then complete the administrative, financial and contractual close of the project, ensuring that

the administrative, financial and contractual elements of project close are complete.[194]

In general, the team needs to know that a project is a temporary effort to create a unique product, service, or result and project management aims to plan, organize, and manage resources to successfully achieve the project's goals, outcomes, and objectives. The main challenge of project management is to achieve all project goals, outcomes, and results, while respecting the project constraints of scope, budget, schedule, and quality.[195]

In general, the questions for each project can be as follows:

1. Did the project succeed in achieving the desired goals, objectives and impact?
2. Was the project relevant, effective and efficient?
3. Does the project have the potential to be sustainable in its operations and impact?
4. Is there any project control activity?
5. Is the change request approval process planned?
6. Is the level of authority required to make decisions on a project change request clearly defined?

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[194]https://www.linkedin.com/pulse/%D8%A7%D9%84%D8%AA%D8%AD%D9%83%D9%85-%D9%81%D9%8A-%D8%A7 %D9%84%D9%85%D8%B4%D8%B1%D9%88%D8%B9%D8%A7%D8%AA-%D8%A7%D9%84%D8%B3%D8%B1-%D8%A5%D9%84%D9%89-%D8%AA%D8%AD%D9%82%D9%8A%D9%82-%D8%A7%D9%84%D9%86%D8%AC%D8%A7%D8%AD-mostafa-abd-almajed-bngyf/
[195]https://www.devkum.com/Home/Details/C51CE410C124A10E0DB5E4B97FC2AF39?TypeID=1

7. Have you determined whether the requested change is permitted under existing agreements?

8. Have the impacts of the change request on schedule, resources, costs and quality been explored and approved?

9. Have project stakeholders been consulted regarding the proposed change?

10. Has the comprehensive and integrated project plan been updated to document the impacts of the proposed change?[196]

11. Has the time, materials, money and human resources been allocated to implement the proposed change?

12. What is the problem that the project addresses? What is its importance to the community or beneficiaries? What is the need for it? What is the solution that the project proposes?

13. How does the project align with its mission and objectives?

14. Who will benefit from the project directly and indirectly? And how will they benefit?

15. What are the objectives that the project seeks to achieve, and is the proposal consistent with the objectives of the funding agency? Does the project meet the criteria and standards required by the funding agency?

16. What are the immediate, medium-term and long-term results?

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[196] https://ar.wikipedia.org/wiki/%D8%A5%D8%AF%D8%A7%D8%B1%D8%A9_%D8%A7%D9%84%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9

17. What means and activities does the project propose to implement and achieve the results it expects?[197]

18. Who intends to implement the project? What is their experience in implementing similar projects? What is their relationship with the beneficiaries? What are their strengths?

19. Do beneficiaries support this project? How?

20. Are there any initiatives or programs that have been implemented by the project or others or are currently being implemented that address the same issue?

21. Why is the new proposed project different from others? What is unique about it?

22. What is the project implementation period? What is the timeline for implementing the proposed activities?

23. Is the timeline realistic and achievable?

24. Can the project results be measured? How?

25. What are the measurement indicators, who will do the evaluation, how will they do the evaluation, and when?[198]

26. Who are the people who will implement the project? What are their roles in it? What experience do they have? And how is it related to the

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[197] https://www.edraak.org/programs/specialization/pm-v1/

[198] https://ideascale.com/ar/%D8%A7%D9%84%D9%85%D8%AF%D9%88%D9%86%D8%A9/%D9%85%D8%A7-%D9 %87%D9%8A-%D8%A5%D8%AF%D8%A7%D8%B1%D8%A9-%D8%A7%D9%84%D9%85%D8%B4%D8%B1%D9 %88%D8%B9/

What is the estimated budget for implementing the activities planned in the project proposal? Is it a realistic budget and its estimates are logical?

27.   What are the project plans after the end of the financing? How does the project owner plan for the sustainability of the project and its results?

28. Who are the responsible people who manage the project staff, and has the team contributed to developing project plans, implementing its activities, monitoring the progress of the project, and evaluating its impact and results on the beneficiary group or region?[199]

29. Will the project build on its strengths and address challenges that are often beyond its control?

30. Will it achieve project outcomes effectively and efficiently?

31. It is important to focus on the writer and does the team have extensive experience and skills in project management?

32. Are the project estimates realistic?

33. Are project risks fully anticipated and controlled?

34. Are the project plans comprehensive and detailed?[200]

35. Is project progress monitored at all levels?

36. Are project challenges identified, tracked, and addressed?

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[199] https://ar.wikipedia.org/wiki/%D9%85%D8%AD%D8%AA%D8%B1%D9%81_%D8%A5%D8%AF%D8%A7%7%D8%B1%D8 %A9_%D8%A7%D9%84%D9%85%D8%B4%D8%A7%D8%B1%D9%8A%D8%B9

[200] https://my-communication.com/project-mangment/

37.   Are all aspects of the project proactively managed throughout the project implementation?

38.   Have the changes the project aims to achieve been achieved?

39.   Why is the project important, and how can one define and manage the project?

40. How do projects fit into its strategic culture?

41. What are the roles and responsibilities of the project team? What competencies do they need?

42. Is there an awareness of project management challenges such as poor understanding of project design, planning and implementation or poor project execution?

43. Are team dynamics effective?

44. Do monitoring systems provide useful, accurate and timely information?

45. Are project suppliers reliable?

46. Is there political instability?

47. Are there any vested interests trying to undermine the project?

48. Is there knowledge of project challenges such as cost overruns, schedule delays, or failure to deliver project output products or services?[201]

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[201] https://bakkah.com/ar/knowledge-center/%D8%A7%D9%84%D9%85%D8%AE%D8%B1%D8%AC%D8%A7%D8%AA-%D9%88%D8%A7%D9%84%D9%86%D8%AA%D8%A7%D8%A6%D8%AC

49.   What are the key issues that lead to project challenges, failure, failure to meet requirements, failure to deliver on specifications, lack of contingency planning and risk management, failure to learn from mistakes, or failure to deliver project results within the constraints of time, budget, quality, scope, risk and benefit?

50. Where are we in the project?

51. What is the expected cost of the project?

52. What resources need to be managed effectively?[202]

53. Are there any risks to the project?

54. When will the project be completed?

55. What work is required to produce these deliverables, and also knowledge of the cost of resources?

56. What funds, materials, and efforts are available to deliver the project's service products and complete the overall work, as well as the time schedule?

57. How long does it take to complete the project components?

58. What is authority, who has the power to make decisions and within what levels of tolerance?

[202] https://www.alqiyady.com/%D9%85%D8%AE%D8%B1%D8%AC%D8%A7%D8%AA-%D8%A7%D9%84%D9%85%D8%B4%D8%B1%D9%88%D8%B9-%D9%85%D8%A7-%D9%87%D9%8A-%D9%88%D9%85%D8% A 7-%D8%A7%D9%84%D9%81%D8%B1%D9%82-%D8%A8%D9%8A%D9%86%D9%87%D8%A7-%D9%88%D8 %A8%D9%8A%D9%86-%D8%A7%D9%84%D9%86%D8%AA%D8%A7%D8%A6%D8%AC%D8%9F-581297.html

59.   Who is responsible and accountable for the success of this project?[203]

60.   What is the assurance that the team is committed to and accountable for the project, and who is authorized to make decisions on proposed project changes?

61.   Who will oversee the project, provide resources, monitor the viability of the project, and make decisions to end the project?

62. Who is responsible for supporting and advising the project manager in project management?

63. Who will advocate for the necessary resources and support for the project?

64. What is the guarantee of project ownership and results?

65. Who is responsible for data collection, monitoring data processing, data analysis, documenting results and communicating messages?

66. When will these activities take place?[204]

67. How will the data be used?

68. Will there be an evaluation? If so, when and what type? What resources will be needed to complete the evaluation and plan for the project transition?

69. What steps should be taken at the end of the project?

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[203] https://www.kashamwal.com/2022/01/The-project-and-its-success-and-failure-factors.html

[204] https://tadreebcom.net/Blog/%D8%A3%D9%87%D9%85-%D8%B9%D9%88%D8%A7%D9%85%D9%84-%D9%86%D8%AC%D8%A7%D8%AD-%D8%A7%D9%89-%D9%85%D8%B4%D8%B1%D9%88%D8%B9

70.   What activities must be implemented from administrative and contractual closure?

71.   Will the project be phased in to other stakeholders? If so, what investments will be required to ensure a successful project, and what does inclusiveness mean in implementation planning?

72. Were the activities completed as planned?

73. Were the outputs produced as expected?

74. Is the project progressing as expected?[205]

75. What indicators are monitored and evaluated?

76. What data information is required to track the indicator?

77. What are the sources of data information, and what are the appropriate methods for collecting data?

78. Who will collect this information data?

79. How often will the data be collected, who will receive and use the results?

[205] https://elshoula.com/post/9-%D9%86%D8%B5%D8%A7%D8%A6%D8%AD-%D9%84%D8%B6%D9%85%D8%A7% D9%86-%D8%A7%D8% B3%D8%AA%D9%85%D8%B1%D8%A7%D8%B1-%D9%86%D8%AC%D8%A7%D8%AD-%D8%A7%D9%84%D9% 85%D8%B4%D8%B1%D9%88%D8%B9/
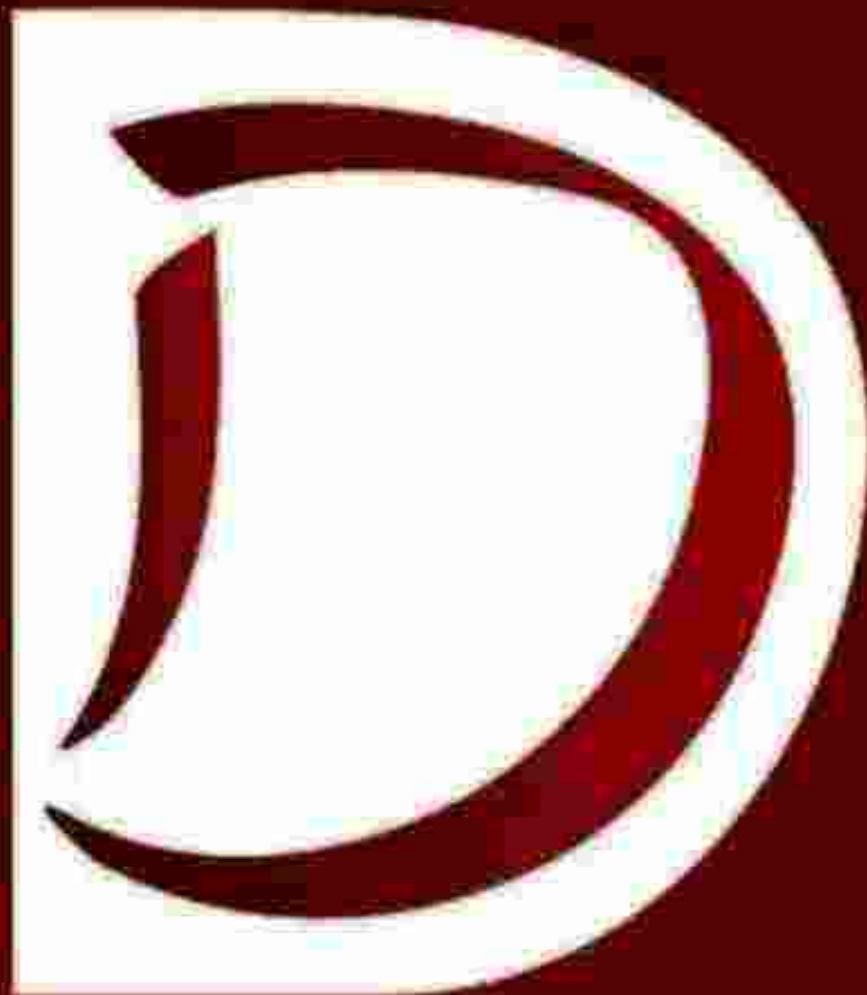
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