

## What structure should one use for Impact Projects?

**Speaker:** There is no particular structure that is followed. Depending on a particular area in any project, we assess a volunteer using our assessment process. Example: if the project faces marketing challenges we assess if the volunteer is capable of handling marketing needs. A volunteer from a communications background will not work in the IT area.

Strategic decisions cannot be taken by a single individual, a group of individuals are needed to discuss and decide. This is where the white board panel helps out. In impact projects, it is a single individual who can resolve the challenges like marketing, communications, legal issues, etc.

Impact projects are in four areas: marketing, HR, IT and communications. If help is needed in any of these areas, we will find a suitable volunteer and provide standard operating procedures.