



# THE WORK/BOOK

GIVING LIFE TO AN IDEA



Most people do not struggle because they lack ideas. They struggle because ideas are rushed, scaled too early, and measured before they are supported.

I have seen strong ideas fail not because the vision was wrong, but because the foundation was never built. Funding was chased before structure existed. Energy was poured in before capacity was clear. Momentum moved faster than intention.

The Ask.Beans **SOIL framework** honors every stage of an idea. The phase where potential exists, but clarity is still forming. Your idea is a seed. It already has value. The work is not to force growth, but to prepare the conditions that allow it to grow naturally.

Systems create stability. Opportunities expand reach. Intentionality keeps actions aligned with purpose. Leverage ensures you are not carrying everything alone.

When these elements are in place, ideas can hold water. Funding makes sense. Energy is protected. Growth becomes sustainable.

Beans do not turn green by accident.

They turn green because the ground was prepared.

**Use this as a starting point.** When you are ready to go deeper, the **SOIL Work/book** and Ask.Beans are here to help you grow from bean to green.



@Ask.Beans

**GET  
INVOLVED !!**



# Goals & Objective



## THIS GUIDE IS DESIGNED TO HELP YOU:

- Clarify your idea beyond a pitch or concept
- Define who your work is for before trying to reach everyone
- Build systems that support sustainability, not constant hustle
- Align actions with intention instead of performance
- Identify opportunities and partnerships that fit your capacity
- Leverage tools, networks, and support without carrying everything alone
- Prepare your idea to responsibly hold funding, visibility, or growth



This guide supports creators, organizers, and organizations who have strong ideas but need clarity, structure, and alignment before pursuing funding, partnerships, or scale. It is not about rushing toward outcomes. It is about making sure your idea can hold what comes next.



# Goals & Objective

When you need support walking  
from idea to sustainability,  
Ask.Beans is here.  
Book a 15-minute Discovery Call  
at [AskBeans.org](https://askbeans.org)

At its core, the Ask.Beans Work/Book helps you treat your idea like a living thing. Your idea is like a bean; this work helps you prepare the ground for its growth



## RESOURCES WE OFFER

Let's Keep It A Bean is the podcast and YouTube series by Ask.Beans where these ideas are explored through conversation, storytelling, and real-world examples.



**Pro Tip: This is not a one-time exercise.  
Revisit this guide as your idea evolves.  
Growth happens in seasons.**



# Reflection

What is the idea  
you want to  
grow?

Use this map to take a seed of an idea and start building the foundation it needs to grow. Your bean is full of potential. Your job is to give it the soil, sunlight, water, and care to become green.

Describe your idea in ONE sentence:

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Why does this matter to you?

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Who is this for?

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# Building The Right SOIL

Your SOIL determines if your idea can even hold water (funding, energy, support).



**SYSTEMS. OPPORTUNITIES. INTENTIONALITY. LEVERAGE**

## **S – Systems**

What structures will support this idea?  
Calendars, templates, workflows, roles?

## **O – Opportunities**

What platforms, partnerships, or rooms will your idea need to thrive?

## **I – Intentionality**

How will you align your actions with purpose instead of performance?

## **L – Leverage**

Who or what can help amplify this idea? Tools, networks, skills, collaborators?



Use our SOIL Framework E-Work/Book to learn more about prepping your idea's SOIL properly



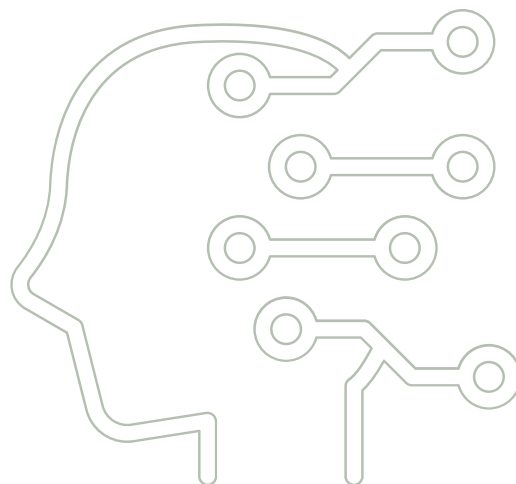
@Ask.Beans

# Water Your Bean

**FUNDING, ENERGY, ATTENTION, AND TIME ARE THE WATER.**

Use the space in the thought bubbles below to brainstorm the available time, funding, and attention available for your idea. (Ex: “waking up an hour earlier”, “savings investment”)

**Available Time/Attention**



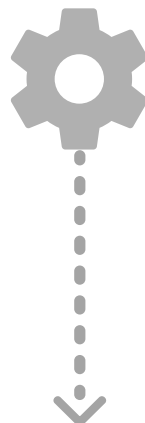
**Available Funding**



# TRACKING PROGRESS

Ideas grow in stages. Stay grounded, notice progress, and adjust without abandoning the vision.

Use this checklist to ensure your project includes clear outcomes, measurable indicators, and realistic evaluation practices.



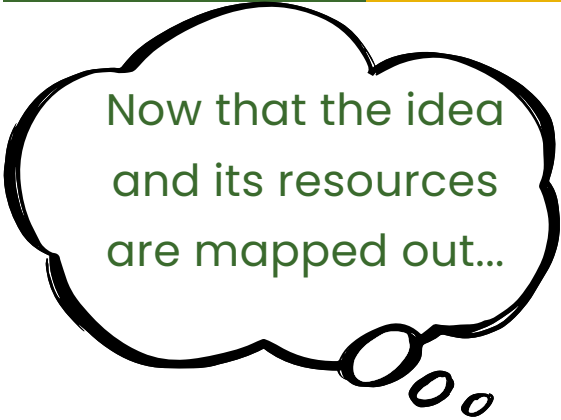
- ☐ I have defined what early success looks like for this idea (small, measurable, realistic, and aligned with capacity)
- ☐ I know how I will measure impact (outputs, outcomes, or signals of progress)
- ☐ I have identified how success will be measured (surveys, attendance, pre/post assessments, feedback forms, tracking tools, etc.)
- ☐ I have named my first milestone and what completing it will unlock next
- ☐ Metrics selected are appropriate to the scale and duration of the project
- ☐ The evaluation approach reflects both quantitative and qualitative data, where appropriate
- ☐ Evaluation findings will be used to inform adjustments, learning, or program improvement.
- ☐ The project demonstrates the organizational capacity to track, analyze, and report results

**Tracking growth shows whether your idea is achieving its intended outcomes and demonstrates the evaluation funders expect. It helps you stay aligned, make adjustments, and measure success responsibly.**





# Reflection



Now that the idea  
and its resources  
are mapped out...

**Pro Tip: Ideas don't turn green by accident. Your intentional care determines whether this bean thrives. Use this worksheet as your daily, weekly, or monthly check-in.**

What are your first 3 steps to implementing your idea?

1.

2.

3.

What excites you most about growing this idea?

What fears or doubts do you need to acknowledge and move past?



**Want guidance growing your idea from bean to green?  
Book a 15-minute Discovery Call at [AskBeans.org](https://AskBeans.org)**

**@Ask.Beans**