

Action Planning Workbook - - - - - Determining the Measurable Accomplishment

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|--|--|---|--|
| 1. Strategy - Write the name of the strategy in this space | | 2. Time Frame - Write the timeframe for this Action Plan in this space From _____ to _____ | |
| 3. Purpose Describe the purpose of this strategy | 4. Results and Benefits Describe the results and benefits of this strategy | 9. Possible Accomplishments that will build on the positives and minimize the limitations. <i>See page 4</i> | |
| 5. Strengths – Advantages in implementing this strategy | 6. Weaknesses – Vulnerabilities in implementing this strategy | 10. Measurable Accomplishment <i>See page 5</i> We are committed to achieving the following measurable accomplishment by _____. (completion date) | |
| 7. Opportunities - Possibilities in implementing this strategy | 8. Threats – Dangers - Risks in implementing this strategy | | |

Action Planning Workbook - - - - - Brainstorming Specific Actions

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|---|--|
| Strategy - Write the name of the strategy in this space | |
| Measurable Accomplishment - - Write the name of the measurable accomplishment(s) in this space | |
| 12. Specific Actions <ul style="list-style-type: none">▪ List the specific actions needed to complete the measurable accomplishment.▪ Cluster the actions to eliminate overlap and duplication. You are seeking distinct actions.▪ Number the actions in the sequence that you will do them. | 13. Image – Slogan - Song <p>Create a slogan, a graphic image or a song that will build motivation and keep it alive. <i>See page 6</i></p> |

Action Planning Workbook Creating the Action Timeline

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|---|---|
| Strategy | |
| <p>14. Action Timeline</p> <ul style="list-style-type: none"> ▪ Draw vertical lines to divide the 2 sections below into the appropriate number of time blocks ▪ Write the dates in the top row. ▪ Write the actions from the Specific Actions Brainstorm in appropriate place in the lower row. | <p>15. Measurable Accomplishment</p> <p>We are committed to achieving the following measurable accomplishment by _____.</p> <p>(completion date)</p> |
| | |
| <p>16. Implementing Team</p> <p>The group that will be responsible for implementing this Action Plan.</p> | <p>17. Costs</p> <p>Our initial estimate of time and money required to achieve this measurable accomplishment.</p> |

Action Planning Procedures

Brainstorm Possible Accomplishments - page 1 - #9

Based on the intent, make a list of possible accomplishments.

- Ask the group to list what they believe should be the tangible accomplishments in this strategy during this time period.
- Ask them to star their best idea.
- Go around the group, each person contributing one idea. Add ideas that are different and seem like viable measurable accomplishments.

Focus the Strategic Approach page 1 - #10

Recall the list

- Read the list of possible accomplishments aloud.
- Ensure that everyone understands each idea by asking if there are any “questions of clarity.” If there are, ask the person who contributed the idea to briefly provide more explanation. This is not a time for deeper questions. It is simply a time to make sure the group understands what is suggested.

Assess immediate reactions

- Which are exciting? The most scary?
- Which take the most energy? – least?
- Which are easiest? – most difficult?
- Which are cheapest? - most expensive?

Determine strategic criteria

- Which take best advantage of our strengths and opportunities?
- Which address our weaknesses and minimize potential threats, dangers and risks?
- Which ones will break inertia and build momentum?
- Which are galvanize new action or enthusiasm?
- What is the impact we need to make during this phase?
- What is the victory we need during this phase; so subsequent phases are successful?

Decide on Measurable Accomplishment

It is best to get 1 – 3 measurable accomplishments. The intent is to focus action for maximum effectiveness within the chosen timeframe and with the available human and material resources. If a group creates too many, it is likely that they will be less than successful in implementing all of them.

- Which of these ideas best meets the strategic criteria
- Ask the group to suggest options for the Measurable Accomplishment(s)
- Select the accomplishment(s) your team is committed to implementing.
- State them as a measurable accomplishments.

- Write each one on an 8 1/2" x 11" piece of paper for the review.

Determine Indicators of Success - page 1 - #11

Brainstorm indicators of successful implementation. Ask how the group will know if they have been successful. This will be used as the team is implementing the strategy and as part of the evaluation process. It may be necessary to make adjustments in the measurable accomplishment if the group finds it difficult to come up with appropriate success indicators. It is not necessary to bring this conversation to a conclusion. A few solid indicators of success will provide the group with the specificity and clarity needed for this workshop. The group may discuss the means of measuring success at this time, but the focus is on articulating clear ways to know if they are successful.

Stating a Measurable Accomplishment

The first challenge is stating it as an accomplishment rather than an action. For example, "Plan the conference" is an action. "Conference plans fully ready to implement" is an accomplishment. It may be made more specific by including the necessary components of the conference plan.

The second challenge is stating an accomplishment in a way that its achievement can be measured or demonstrated. Often it is helpful to ask "If an outsider came back at the end of your action plan and asked you to show that you have been successful, what would you show them?"

Use the S-M-A-R-T checklist as you determine your measurable accomplishments.

- Specific** – They t can be done in a short amount of time. It is clear what is to be done. They are tangible.
- Measurable** – You can say how you will know if it has been genuinely accomplished. It is wise to know how you will measure them by including clear indicators of success.
- Achievable** – You know that the people assigned have the time, knowledge, skills and permission to do the actions.
- Relevant** – They are focused on your long term objectives and will help you move toward the necessary results and impact.
- Time Based** – They are "do-able" within the given time frame. They have clear start and end dates.

The following examples may help.

| Clearer – more specific - measurable | Vague – less specific – less measurable |
|--|--|
| A conference plan ready to implement | Plan the conference (an action) |
| Conference evaluations average 3 or above on a 5-point scale | Successful conference (not specific) |
| 5 funding proposals submitted | Increase funding (a vague idea) |
| Have held one team meeting per month | Increase team communication (a vague action) |
| 20 volunteers working | Recruit volunteers (a vague action) |

Image – Slogan – Song

- Rehearse the Measurable Accomplishment
- Ask, “Why are we doing this?”
- What is exciting about this plan?
- What will result from this action plan?
- What impact do we want to make?
- What will keep us all focused on success?
- What words, images will communicate the excitement and importance of this to us and to our colleagues?
- Create a slogan, a graphic image or a song that will build motivation and keep it alive. A song would be like an advertising jingle; new words to a familiar tune.

Slogan - a phrase that could be used among the team - posted on a notice board – used in email messages among the team.

Graphic - a drawing – perhaps including the slogan.

Song - like an advertising jingle - new words to a familiar tune.