

Action Plan

Instructions

An action plan specifies *how* the strategic goal and its underlying objectives will be carried out. Action plans include *who* (Responsibility column) is responsible for achieving each objective and *by when*. Write objectives to be "SMARTER" – that is, they must be:

SPECIFIC

MEASURABLE

ACCEPTABLE to those working to achieve the goals

REALISTIC

TIMELY

EXTENDING the capabilities of those working to achieve the goals (and finally)

REWARDING to them.

Print the Action Plan form on the following page and write down your action plan, especially for the next year. Think of it as your To-Do list. Fill out a separate Action Plan for each Strategic Objective that underlies your Strategic Goal. Consider keeping separate Action Plan for each Strategy and/or Step, if it will help keep you more organized.

“We need people who think with the creative side of their brains—people who have played in a band, who have painted...it enhances symbiotic thinking capabilities, not always thinking in the same paradigm, learning how to kick-start a new idea, or how to get a job done better, less expensively.”

~ Annette Byrd, GlaxoSmithKline

