# Finalizing the Plan

Session Four
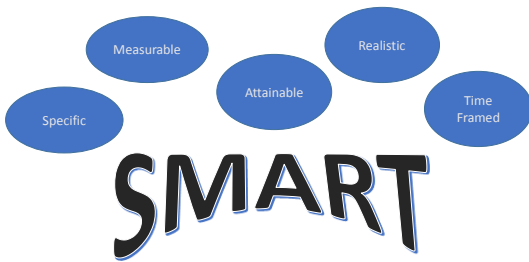
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## Session Overview

- Finalizing SMART Goals
- Designing Strategies and Actions to Meet Goals
- Identifying Appropriate Measures

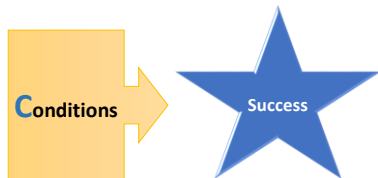- **Deliverable**: Crafting strategies, actions and measures to support the Regional Plan

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## Checking In: SMART Goals

- Measurable
- Realistic
- Attainable
- Specific
- Time Framed

SMART

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## Identifying the ABCs of Successful Planning

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## Start with the End in Mind

**C**onditions → **Success**
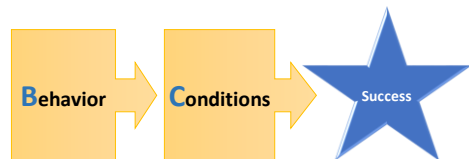
- What do you hope is different because of SET?
- What conditions do you hope to change?

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## Changes in Behaviors Change Conditions

**B**ehavior → **C**onditions → **Success**

What behaviors need in your region to reach conditions you identified?

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## Attitudes, Knowledge & Skills Change Behavior

**Attitude, Knowledge or Skill** → **Behavior** → **Conditions** → **Success**
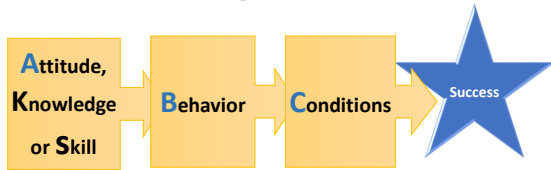
To change the behaviors you identified,
what changes in attitudes, skills or knowledge are needed?

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## Strategies: What We Do

Strategies        Target Audience

**We** → **Do Things** → **To, for, or with People** → **ABCs**

- Workshops
- Counseling
- Technical Assist.
- Materials

- Clients
- Stakeholders
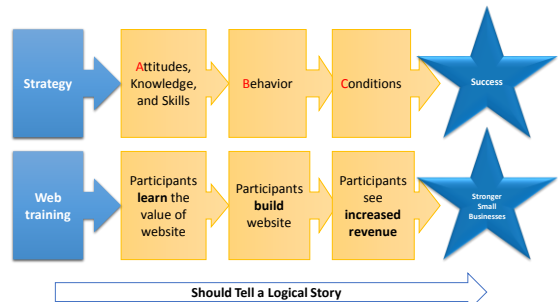- Partners
- Businesses

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## Strategies: Key Questions

Which ones will:
- Come closest to producing the desired outcomes (ABCs)?
- Appeal most to your target audience?
- Make the best uses of resources & assets?
- Help overcome key barriers?
- Be likely to spur the growth of the identified clusters?

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## Connecting the Pieces

**Strategy** → **Attitudes, Knowledge, and Skills** → **Behavior** → **Conditions** → **Success**

**Web training** → **Participants learn the value of website** → **Participants build website** → **Participants see increased revenue** → **Stronger Small Businesses**

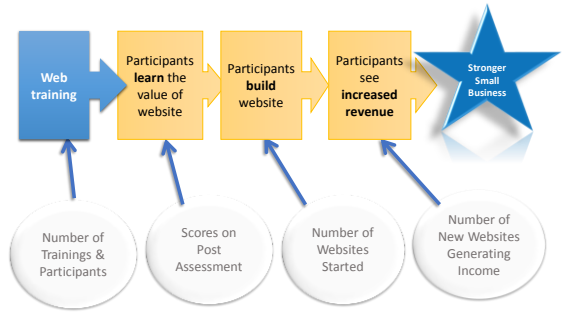Should Tell a Logical Story

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## Tracking Progress on the Plan

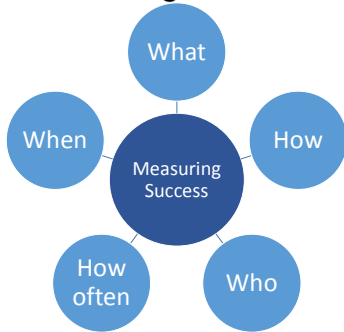- **Problem**: You have followed your strategies for five years, but your desired condition is not being reached.

- **Discussion**: What are some possible points at which the strategy failed to produce the desired condition?
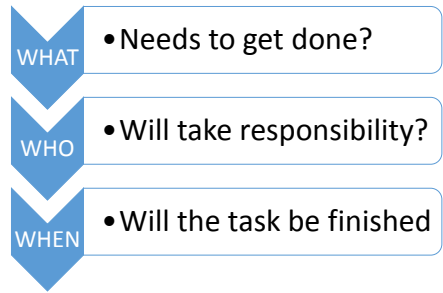
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## Points for Course Correction

**Web training** → **Participants learn the value of website** → **Participants build website** → **Participants see increased revenue** → **Stronger Small Business**

- Number of Trainings & Participants
- Scores on Post Assessment
- Number of Websites Started
- Number of New Websites Generating Income

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## Tracking Success

- What
- When
- How
- How often
- Who

Measuring Success

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## Three Elements of a Plan of Action

**WHAT**
- Needs to get done?

**WHO**
- Will take responsibility?

**WHEN**
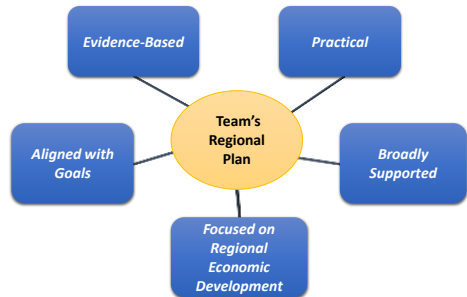- Will the task be finished

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## Next Steps

- Finalize regional plan
- Check against High Quality Plan Guidelines
- Present to State Resource Team for feedback and guidance
- Submit for Peer Review
- Other thoughts

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## Producing a High Quality Plan: The Essential Components

- Evidence-Based
- Practical
- Aligned with Goals
- Broadly Supported
- Focused on Regional Economic Development

Team's Regional Plan

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## Timeline

**When?**

**Who?**

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SRDC   USDA   PURDUE

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