Finalizing the Plan

Session Four

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

Checking In: SMART Goals

- Specific
- Measurable
- Attainable
- Realistic
- Time Framed

Identifying the ABCs of Successful Planning

Start with the End in Mind

- What do you hope is different because of SET?
- What conditions do you hope to change?

Changes in Behaviors Change Conditions

- What behaviors need in your region to reach conditions you identified?
To change the behaviors you identified, what changes in attitudes, skills or knowledge are needed?

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?

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?

Points for Course Correction

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

Courses to Improve: Success

Web training
Participants learn the value of website
Participants build website
Participants see increased revenue

Strategic Summary

Should Tell a Logical Story

Connecting the Pieces

Attitudes, Knowledge, and Skills

Behavior
Conditions
Success

Strategies
Target Audience

We Do Things To, for, or with People

ABCs

• Workshops
• Counseling
• Technical Assist.
• Materials

• Clients
• Stakeholders
• Partners
• Businesses
Tracking Success

Measuring Success

WHAT
• Needs to get done?

WHO
• Will take responsibility?

WHEN
• Will the task be finished

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

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

Timeline

When?

Who?