



Strategic Action Planning with the Emory Centers

Our signature process: Know • Plan • Go

How it works:

Know: Ask and Assess



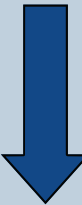
- Conduct key informant interviews
- Assess relevant health data
- Provide situational analysis

Plan: Prepare, Engage, Align



- Support operations for inclusive planning
- Ensure that the plan addresses needs uncovered in the key informant interviews and conforms to best practices
- Create buy-in among stakeholders for collaborative partnerships
- Create a practical, realistic roadmap for the program's future

Go: Monitor, Train, Assist



- Enroll and engage others in support of the plan through proactive promotion, advocacy and communications
- Use strategic action plan components to guide meetings
- Monitor progress to identify any needed midcourse corrections
- Recognize and celebrate milestones

The product: A strategic action plan that includes these key elements:

Mission	A statement of the overall purpose of an organization or planning group
Guiding Principles	General guidelines which set the foundation for how an organization will operate
Goals	Broad, long-term aims that define accomplishment of the mission
Objectives	Specific, quantifiable, realistic targets that measure the accomplishment of a goal over a specified period of time
Critical Success Factors	Major items or issues that must be controlled to achieve objectives
Barriers	Existing or potential challenges that hinder the achievement of objectives
Strategies	Broad activities required to achieve an objective
Actions	Specific steps to be taken, by whom and by when, to implement a strategy



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Why work with the Emory Centers?

We will serve as a neutral convener to:

- Ensure a common understanding of the purpose of the strategic action planning meeting and seek clarification where needed
- Keep discussions focused on the planning process in a logical, time efficient manner
- Maintain a safe climate for contributions by all and encourage participation by less vocal members
- Uncover hidden or unpopular issues
- Ensure that all assignments, deadlines and other expectations are understood

We know that it is not enough to simply increase awareness of evidence-based strategies.

We will customize the strategic action planning process to your organization's needs and translate knowledge into action.

We will ensure that the plan aligns with:

- Internal goals/objectives for your organization
- The current evidence on high-impact public health strategies
- Coordinated chronic disease program objectives

Through facilitated discussions during and after planning, participants will:

- Learn from each other about how to successfully apply their knowledge.
- Engage in discussions about WHY the principles are important and HOW they can be applied to the work that they do.

Contact us to find out more!