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:

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