

# Finalizing the Plan

Session Four



## What we have done . . .

- Civic Forum: Public input
- Key strengths and challenges outlined by residents

- Data Snapshot of the region
- Further fine tuning of the region's strengths and challenges
- Initial draft of opportunities

- Deeper dive into the economic data
- Assessment of regional clusters
- Listing of possible opportunities

### Regional Opportunities

- Agribusiness & Food Processing
- Aerospace & Defense
- Tourism
- ??

### Evidence-based Plan

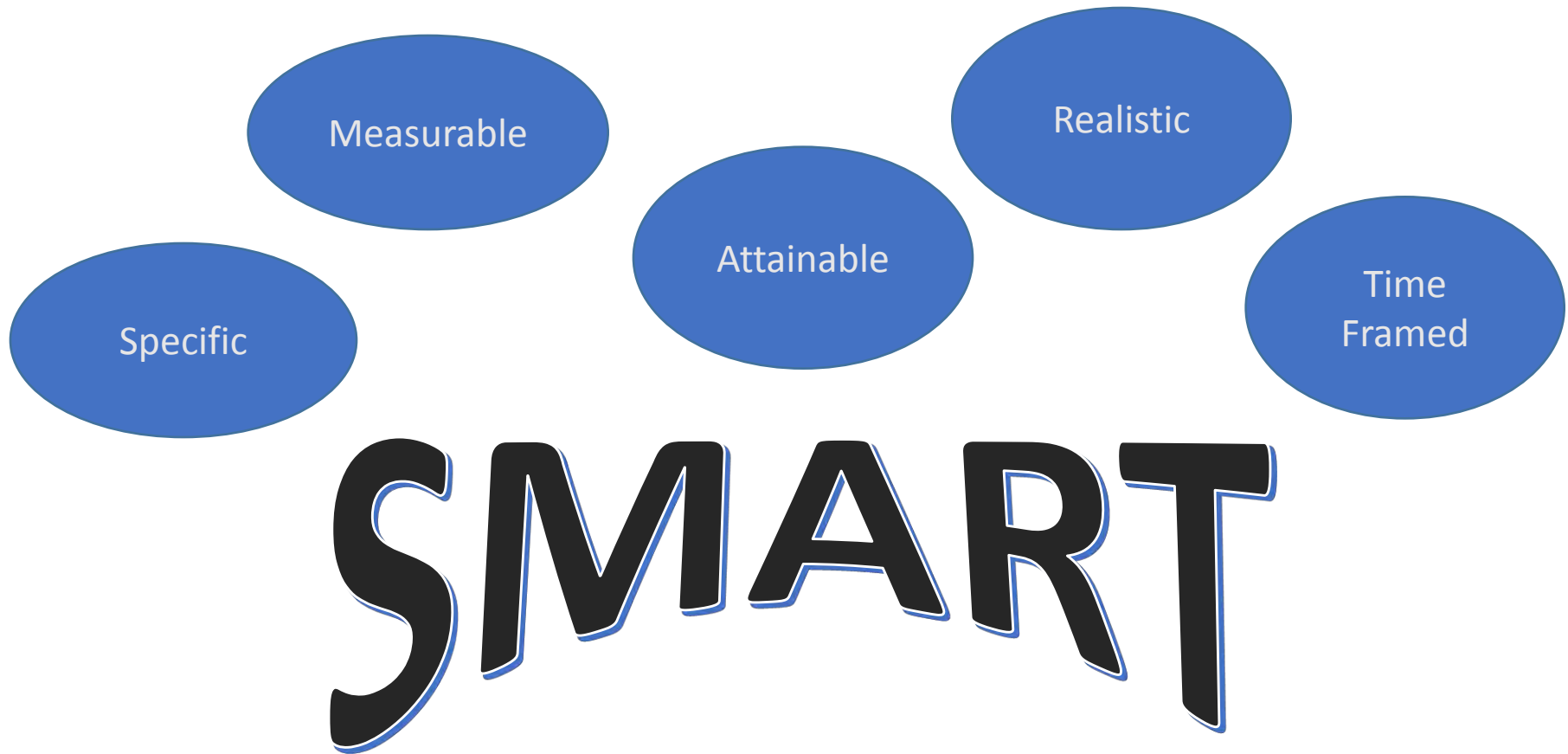
- Written regional economic development plan
- Plan of Work for each Cluster
- Implementation, Measurement, and Reporting Strategies
- Regional Collaboration & Progress

# 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



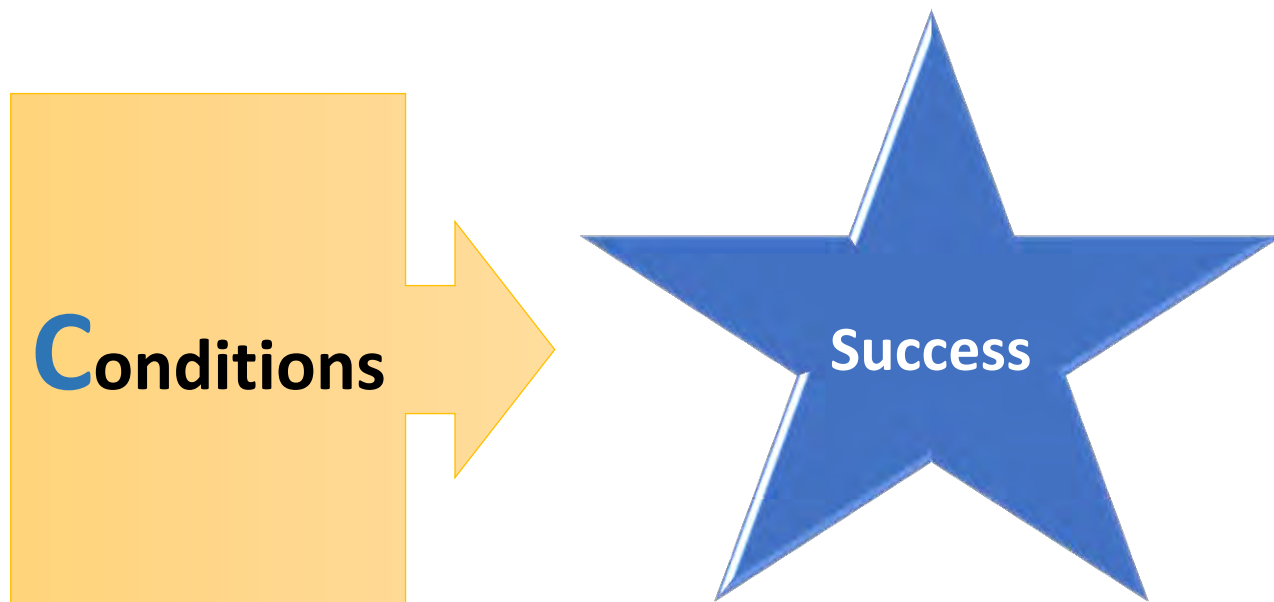
# Checking In: SMART Goals



# Identifying the ABCs of Successful Planning

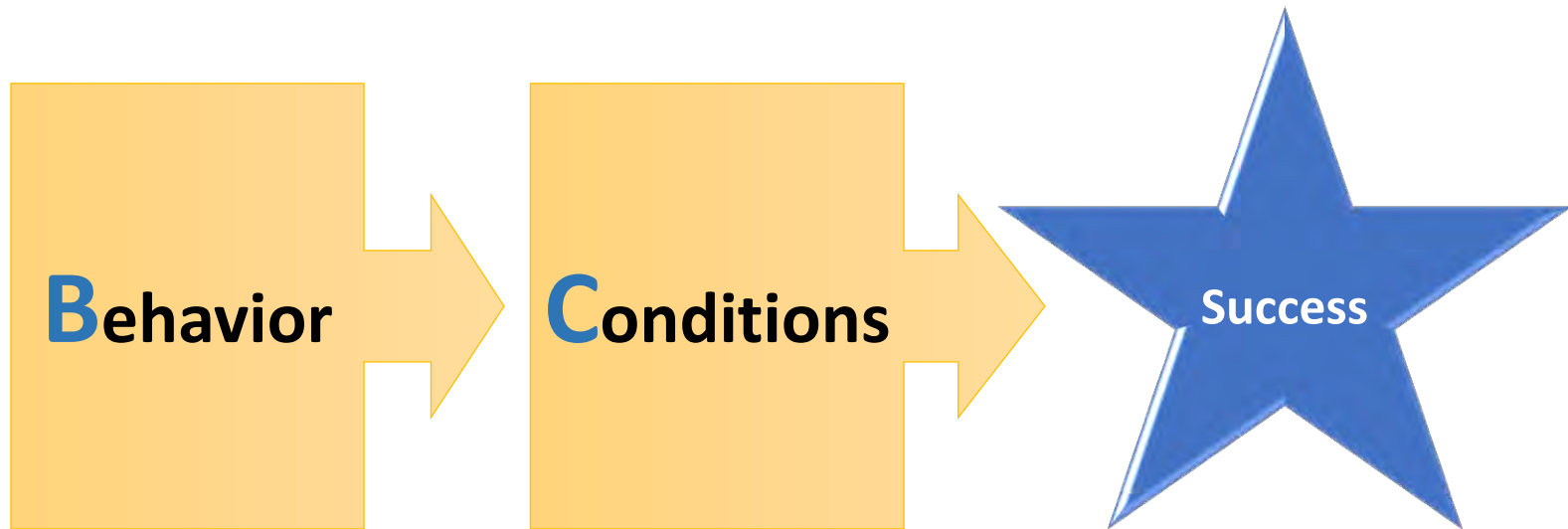


# Start with the End in Mind



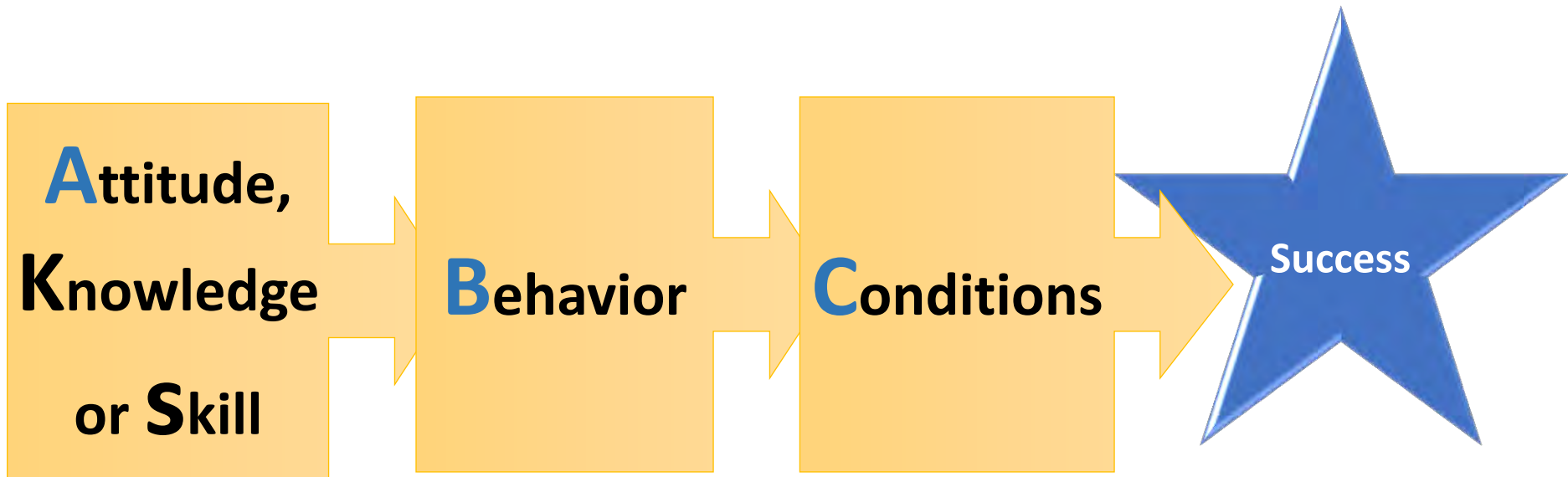
- What do you hope is different because of SET?
- What conditions do you hope to change?

# Changes in Behaviors Change Conditions



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

# Attitudes, Knowledge & Skills Change Behavior

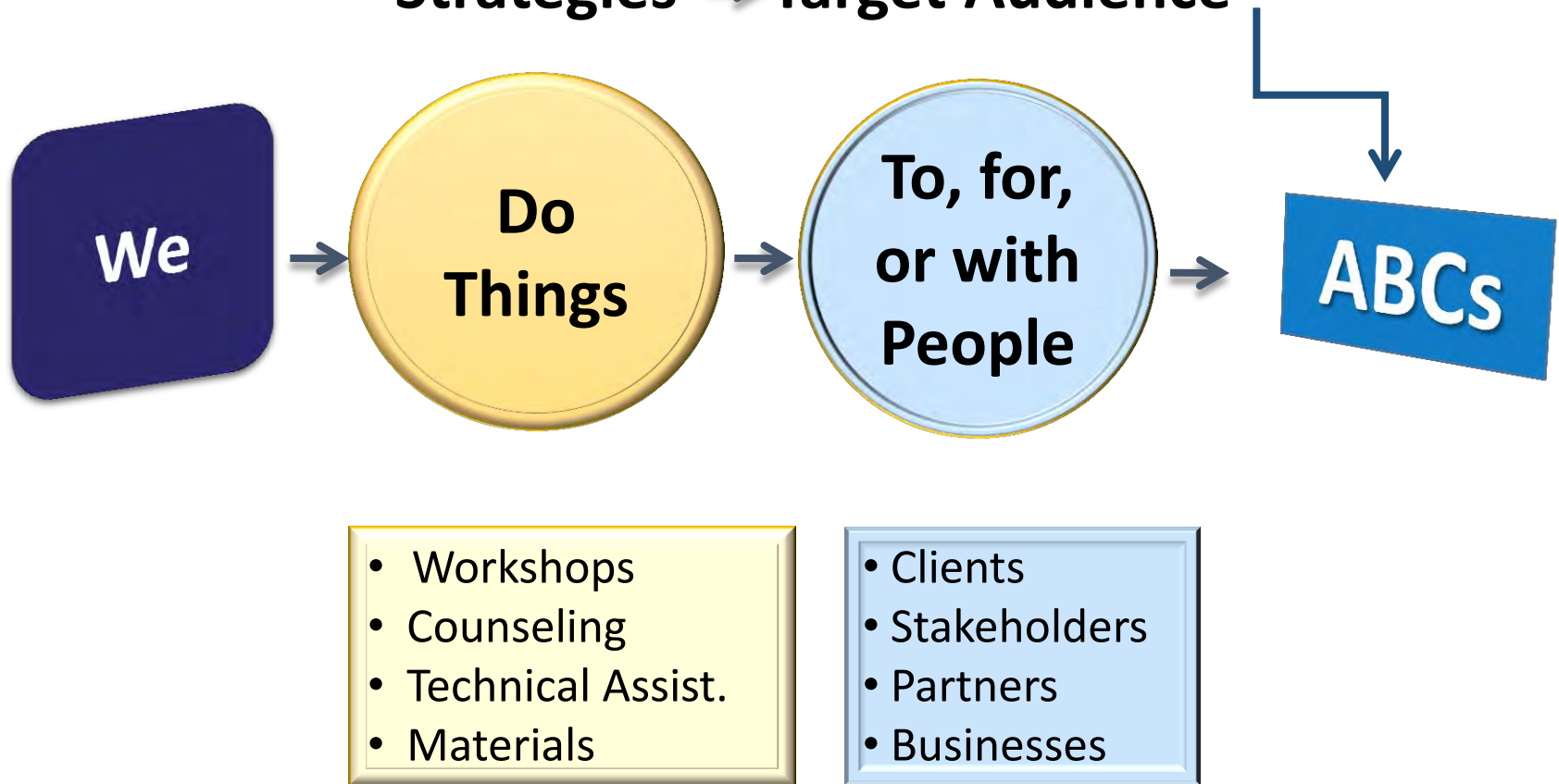


To change the behaviors you identified,  
what changes in attitudes, skills or knowledge are  
needed?



# Strategies: What We Do

Strategies → Target Audience



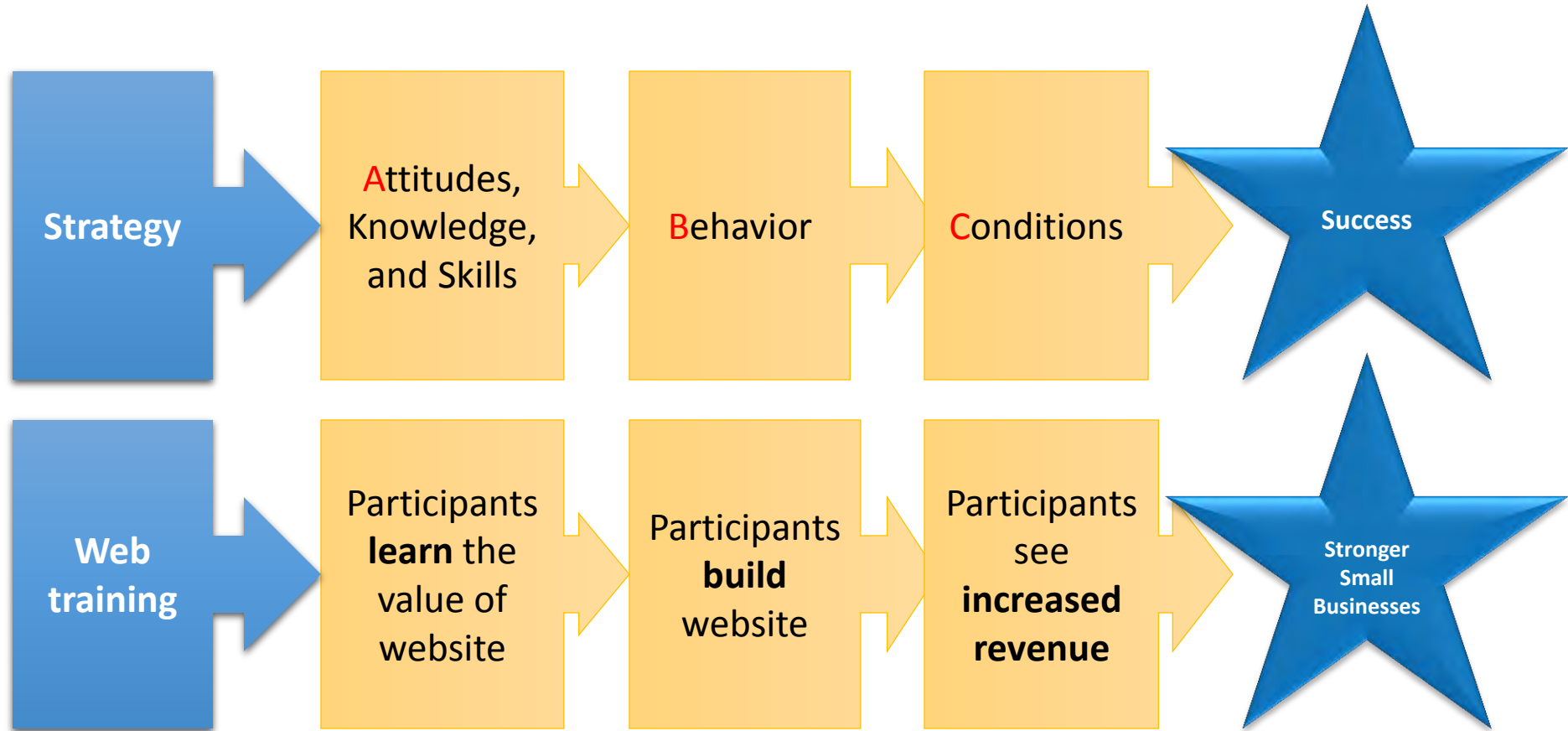
# Strategies: Key Questions

## *Which strategies 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?



# Connecting the Pieces



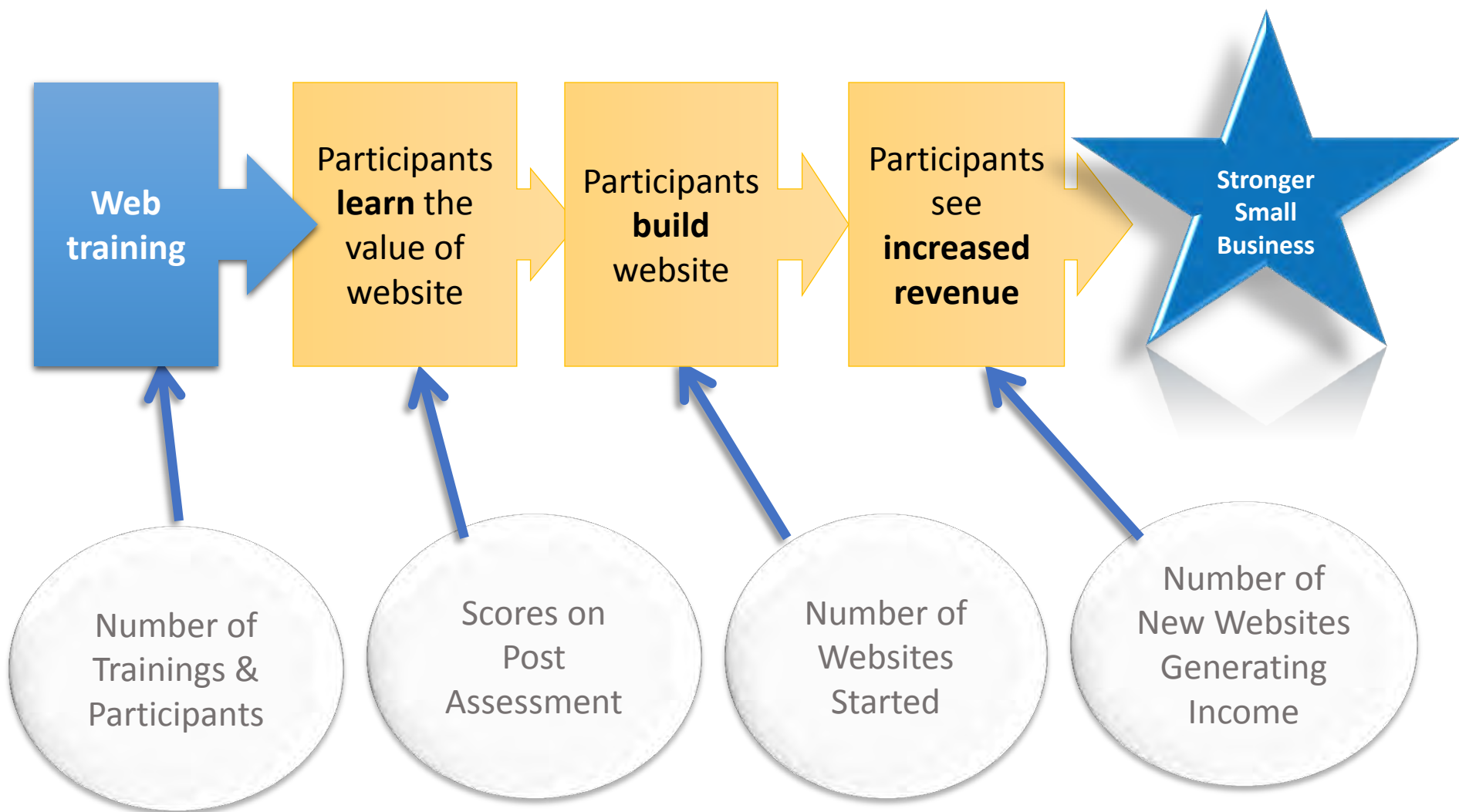
Should Tell a Logical Story

# Tracking Progress on the Plan

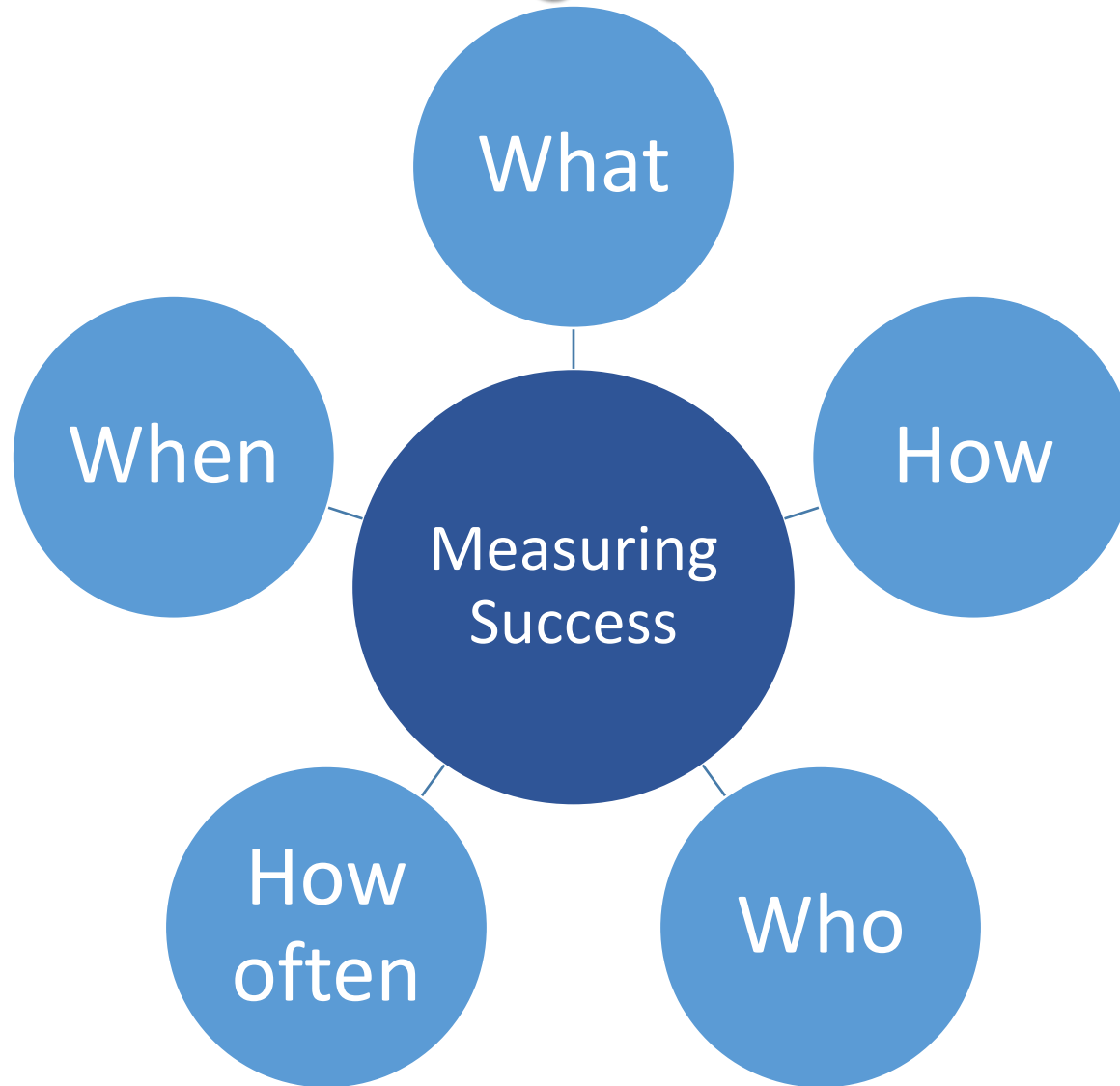
- **Problem:** You have followed your strategies for five years, but your desired condition is not being reached.
- **Discussion:** What are some possible points at which the strategy failed to produce the desired condition?



# Points for Course Correction



# Tracking Success



# Three Elements of a Plan of Action

WHAT

- Needs to get done?

WHO

- Will take responsibility?

WHEN

- Will the task be finished



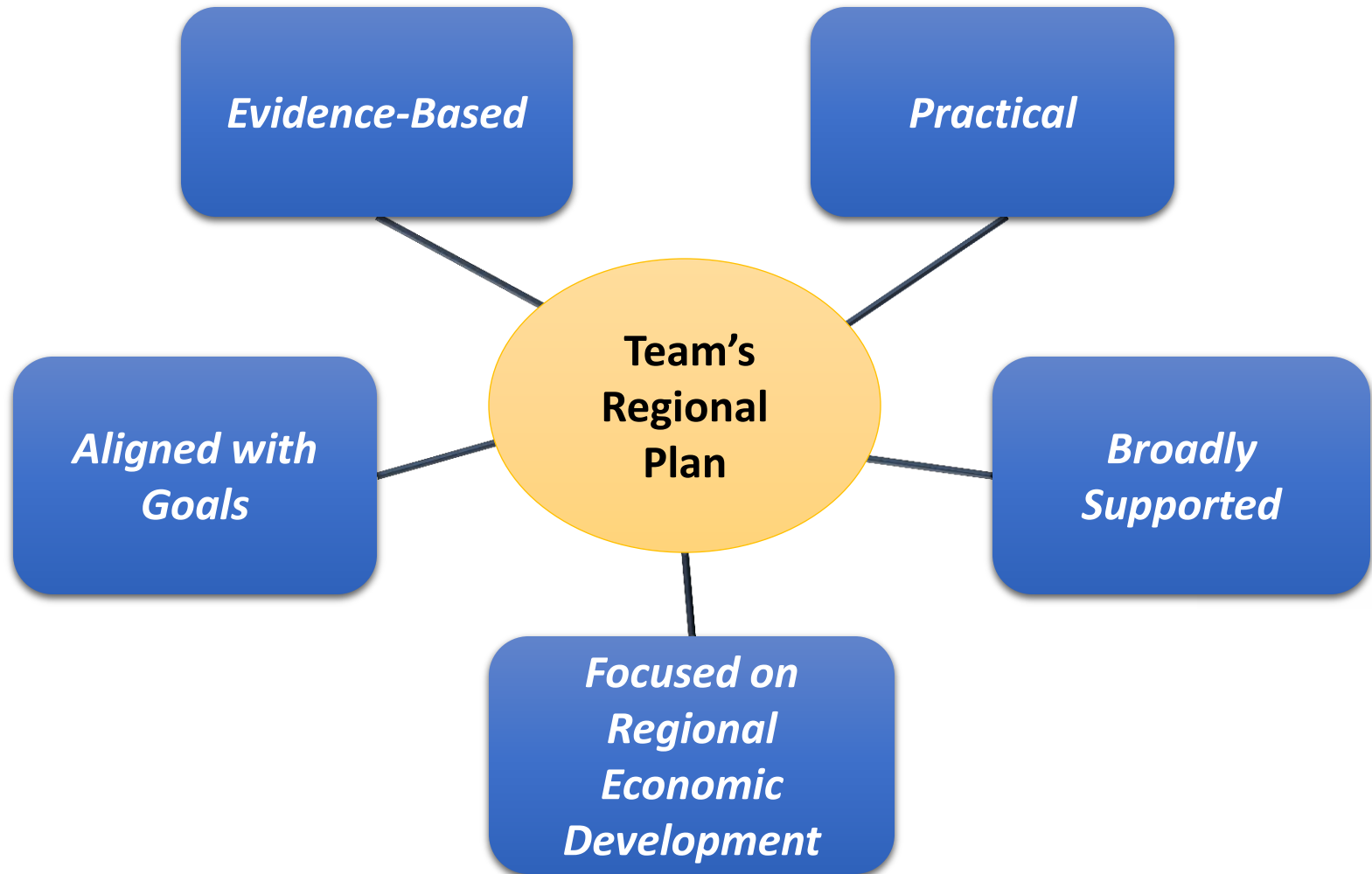
# Next Steps

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





# Producing a High Quality Plan: The Essential Components



# Timeline for Completing the Plan



