



Action-Packed Plan

Three Types of Action Steps

Once the top strategies have been identified for the strategic plan, it is time to shift the focus to the specific Essential Action Steps (EASs) necessary to implement those strategies. There are three types of EASs.

Organizing Action Steps. Most of the strategies have *organizing* action steps. These steps recognize that it takes one or more individuals to be responsible for the planning and execution of each strategy. *Organizing* can be simple as identifying and designating an individual to be responsible for the entirety of the planning and execution of the strategy, or it can be as broad as identifying several community organizations that will work together to plan and execute the strategy.

Planning Action Steps. All strategies will have *planning* steps. Once the individual(s) and/or organization(s) are in place to execute the strategies, it will likely be necessary to put plans in place that define the future action necessary to implement the strategies. The relative sophistication of a strategy-specific plan depends on the actual strategy selected.

Execution Action Steps. Finally, every strategy will have *execution* action steps. These are the steps that are necessary to produce the intended outcomes for each strategy. Many performance measures that are associated with the economic development strategic plan will most likely be measuring the success (or lack thereof) of *execution* action steps.

Action Steps for a Local/Regional Tourism Strategy



Assigning Action Steps

There are four to 12 EASs for each strategy. For a community that selects, for example, 15 strategies, this can mean the identification and assignment of approximately 100-150 action steps. Assigning action steps can be overwhelming—if not done efficiently.

It is the responsibility of the Steering Committee to ensure that the essential action steps are carefully assigned.

The most efficient and often most effective method for assigning EASs is to immediately identify a lead organization for each strategy.

The lead organization then becomes responsible for the identification of the EASs (*who* does *what* by *when*). This can be an assignment that is delegated with a requirement that each lead organization channel its responses to the Project Director. Once the Project Director has collected all of the completed action step templates for each strategy, the information is forwarded to Building Communities so the strategic plan can be completed.

