

# Developing Strategic and Action Plans



Community Tool Box  
Curriculum Module 5

COMMUNITY TOOL BOX



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“If you have built castles in the air, your work need not be lost; there is where they should be. Now, put foundations under them.”

*Henry David Thoreau*



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# Learning Objectives

- Developing a strategic plan - VMOSA
- Building consensus on the action plan
- Using strategic plans to guide the work



# Overview of Strategic Planning: VMOSA

- Vision – the dream
- Mission – what and why
- Objectives – how much of what by when
- Strategies – how
- Action Plans – what changes will be sought; who will do what by when





# Why use VMOSA?

- Grounds your dreams
- Help build consensus
- Focus on short-term goals while keeping the long-range vision in sight



# When should you use VMOSA?

- Starting an organization
- Starting a new initiative
- Beginning a new phase
- Trying to invigorate an older initiative



# Establishing a Vision

## Convene a planning group

- Include people affected by the problem or goal
- Include people committed to addressing the problem or goal



## Small Group Exercise:

- Who is affected by the issue of promoting healthy living? Are certain populations in your community less healthy than others?
- What groups or organizations are already working on healthy living activities, such as promoting access to healthy food, physical activity, and reducing tobacco use?
- Who else could you involve in developing a plan for your effort? Consider those who can make things happen. Also consider both those affected by the problem and those committed to addressing the problem.





# Vision Statement

- Dreams for how things should be
- What people and conditions would look like in the ideal
- Attributes of visions statements:
  - Positive and concise
  - Multiple and diverse



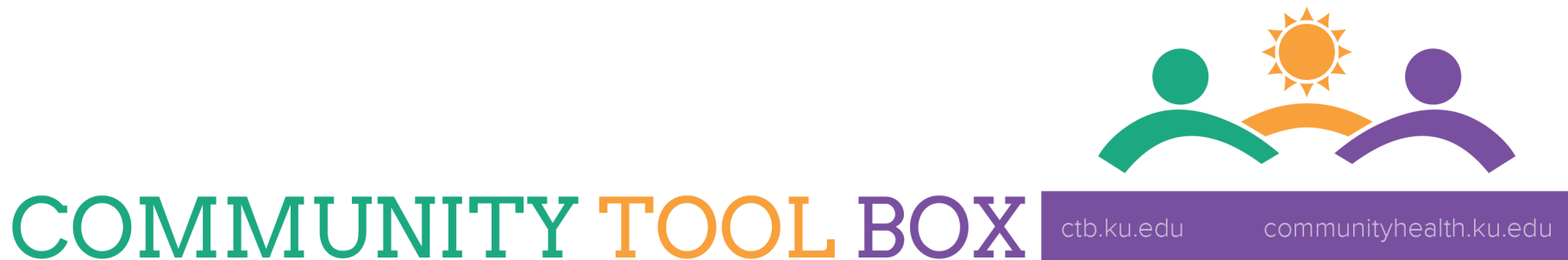
# Vision statements should be:

- Understood and shared by members of the community
- Broad enough to include a diverse variety of local perspectives
- Inspiring and uplifting to everyone involved in your effort
- Easy to communicate - for example, they are generally short enough to fit on a T-shirt



*“To organize the world’s information and make it universally accessible and useful.”*

Google



*“To become the worldwide leader of all retailing.”*

Walmart

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*“To be the world’s best quick service restaurant experience.”*

McDonalds

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*“The web’s most convenient, secure and cost effective payments solution.”*

PayPal

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*“To make people happy.”*

Disney

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# Example Vision Statements

- Healthy children
- Caring adults
- Safe places
- Caring communities
- Enough good food
- Decent jobs
- Respect for elders



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# Why Describe the Vision?

- Draw people to common work
- Give hope for a better future
- Discuss alternatives in concrete terms
- Inspire the organization
- Provide a base for other VMOSA aspects



**DIALOGUE:** What vision statements might fit your efforts?





## Small Group Exercise: *Visioning*

- State your dream about the future of your community, and of the changes that would have to occur to make those dreams exist.
- Consider the following:
  - “What is the dream or ideal that you and your community seek?”
  - “What would have to change for your dream to come true?”
- State your vision for others in the group with confidence and clarity.



## Whole Group Dialogue:

- Are there similarities (differences) in people's dreams for the future?
- What makes it possible for this vision to be shared?
- How can the diversity of a group's vision be preserved in its vision statements?
- Does this statement of your group's vision have the power to motivate people to contribute?
- How will you use this process with other in your community?

