# Brown County Leadership Co-Operative

PDSA Based "Project" to Create A Strategic Plan

A project is a temporary endeavor undertaken to create a unique product, service or result. ([Ref PMI Institute](#)).

All actions (projects) are accomplished through a process. A process transforms inputs into **outputs** that meet the expectations (**outcomes**) of stakeholders. The Plan, Do, Study, Act (PDSA) Cycle is a template that is commonly used in the area of quality management to develop and improve processes.
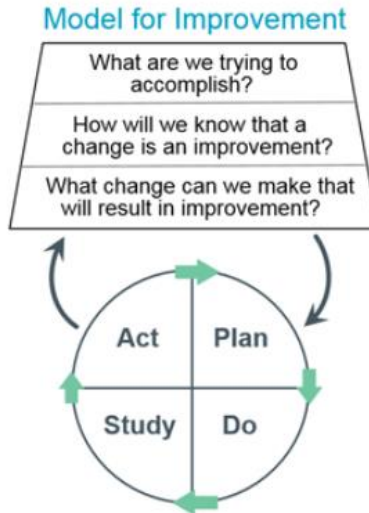
PLAN. Develop Strategic (STRAT) Plan.   Identify: Organization, Description, Stakeholders, Vision, Mission, Values, Goals, Objectives, Plan of Action and Milestones (POAM)

Issue/Group/Organization Name: _____

Description of the Issue/Group/Organization. _____

_____

Note: A supporting tool for developing and improving a strategic plan is a SWOT assessment. This includes identifying Strengths, Weaknesses, Opportunities, and Threats (Challenges).

Along with Stakeholders, develop a Stakeholder Matrix:

- **Stakeholders** – everyone that will be effected by what we do over the near, mid, and long-term, e.g., over the life cycle of the program.

    - **Direct Customers** – receive the service or product
    - **Internal** – Provide the service or product
    - **Indirect** – Others that support or have an interest in the production and delivery of the service or product

STAKEHOLDER MATRIX

Stakeholder Groups	Needs ?	Services/Product provided ?	Expectations ?	Feedback Measures?
DIRECT				
INTERNAL				
INDIRECT				

- **Vision.** *Develop a vision statement: (*Note: Vision should link to "needs" and "expectations". A service/product is an **outcome** from a process,

- **Mission**. *Develop a mission statement". (*Note: Mission should link to the support and services to be provided). A service/product is an **output** from a process.

- **Values.** Identify the values that will GUIDE decisions that are made by the organizations internal stakeholders.

- **Develop Goals, Objectives, Plan of Action and Milestones** (POAM).

  - Goals: The purpose toward which an endeavor is directed; The result or achievement toward which effort is directed or aimed; An observable and measurable end result having one or more objectives to be achieved within a more or less fixed timeframe.

  - What are the "S.M.A.R.T." Objectives for each Goal ? (**S**pecific**, M**easurable **A**chievable**, R**elevant) **T**ime-Oriented)

  - Develop a Plan of Action with Milestones (POAM)

	Goal/Objective/Task	Individual	Start Date	Stop Date	Comments

2. **DO** – Execute the POAM and update status.

3. **STUDY** the results. Are we or did we meet the *expectations* of one or more of the stakeholders?

4. **ACT**. Take appropriate action based on the results from the Study phase.

**PLAN, DO, STUDY, ACT
TEMPLATE**

PURPOSE: To support execution of the Strategic Plan

PLAN

- Includes the tasks that need to be performed by whom and when to accomplish the respective goals and objectives

DO

- Update status on the Plan of Action and Milestones (POAM)

STUDY

- Compare actual to expected results.

ACT

- What worked? What did not? What needs to be done differently?
- Publish results