

STRATEGIC ACTION MAP

TEAM _____

DATE _____

1 st STEP		6 th STEP	5 th STEP	4 th STEP	3 rd STEP	2 nd STEP
Strategic Objective and Strategies		INPUTS	OUTPUTS	OUTCOMES		
# _____		What is needed to complete the outputs? Information & Resources Secured	What work activities will be completed to achieve the desired outcomes? Work Activity Completed	SHORT-TERM Education Accomplished/ Knowledge Shared/ Resource Established	MID-TERM Attitudes Changed/ Behaviors Exhibited/ Actions Taken	LONG-TERM Impact Desired/ Strategic Priority Attained...Answer to "So What?" and "Why?"
	A	•	•	•	•	
	B	•	•	•	•	
	C	•	•	•	•	
	D	•	•	•	•	

STRATEGIC ACTION MAP INSTRUCTIONS

1st STEP

Decide on Your Big Opportunity a.k.a. Strategic Goal (*Orange Box on the Left*) and your first Priority Area or Strategy Objective (*"A" in the Left Column*)

2nd STEP

Jump to the opposite side of the table to the last column. Discuss and agree on the long-term outcome you want to achieve (*Orange Box on the Right*). This is a description of the impact desired or your strategic objective attained. It is also the answer to the questions "So what?" and "Why?" Staring with the end in mind ensures all other necessary steps leading to this are aligned instead of accomplishing lots of work that never really makes the difference envisioned.

3rd STEP

Discuss and agree on the mid-term outcomes that are needed to get to the long-term outcomes. These are changes in attitudes, behaviors exhibited and actions taken. When they are accomplished, some will be measurable by numbers (quantitative data) and some will be felt and experienced as defined in words (qualitative data).

4th STEP

Discuss and agree on the short-term outcomes that are needed to get to the mid-term outcomes. These can include education accomplished, knowledge shared, resources established. When they are accomplished, some will be measurable by numbers (quantitative data) and some will be felt and experienced as defined in words (qualitative data).

NOTE: *Often, the outcomes reported from strategic planning, projects accomplished, and events held in communities stop here (if they even get past output reporting in Step 5 without acknowledging why they were done. For this reason, knowing your answers to Steps 2 and 3 are important.*

5th STEP

Discuss and agree on the outputs that are needed to get to the short-term outcomes. Think about the work activities completed, the products produced, services established, etc. When they are accomplished, some will be measurable by numbers (quantitative data) and some will be felt and experienced as defined in words (qualitative data).

NOTE: *This is the step where most groups stop measuring what matters, especially if they are project-focused instead of systems thinkers and leaders. The outcomes reported from strategic planning, projects accomplished, and events held stop here without acknowledging why they were done and the real difference made towards improvement and transformation. For this reason, knowing your answers to Steps 2, 3, and 4 are important.*

6th STEP

Discuss and agree on the inputs that are needed to get to work on the outputs. Think about the information, resources, people, processes, and anything else needed to get going on creating your first to-do list. This is where your "CollaborACTION" moves forward from dreaming big and planning strategically to working and growing better together.

