

## **ACTION PLANNING**

The following are important implementation steps for BPH's strategic planning process.

### **Action Plan**

BPH's Leadership Team is developing an action plan and implementation process to fulfill the goals and objectives of this plan. This process defines how actions are developed, prioritized and implemented. The Leadership Team will oversee the development and implementation of the action plan. This includes monitoring key actions, assigning responsibility for implementation, and recommending when the activity is expected to be done.

Some actions will be implemented at the BPH leadership level, while others are more appropriately accomplished within work units (offices, divisions, programs), by cross-functional teams, or by individual employees. In some cases, the action may be to implement something new that will become part of the daily routines of BPH. In others, actions may improve upon or reemphasize the importance of existing activities at the individual, program, division or office level.

In essence, the action plan helps BPH work the plan – to ensure that key goals and objectives needed to build a better future are, in reality, being accomplished. The detailed action plan will also become the document monitored and updated as work is completed, as status of action items change, or as new actions become necessary based on emerging requirements or opportunities. Accomplishment of actions is the mechanism by which BPH brings the goals of the strategic plan into the here and now. It is the mechanism by which all the staff, individually and collectively, work most effectively to approach the shared vision of *healthy people in healthy communities*.

### **Communication Plan**

Effective communication is critical to the success of the planning work and its resulting outcomes. As part of reaching out to partners and the public, the BPH Leadership Team will develop plans for integrating the new vision, mission, and values into BPH's communications (e.g., web site, newsletters, presentations, annual reports). Similarly, key components of the strategic plan should be incorporated into activities undertaken by all staff in their work with community partners and the public.

Strong internal communication is also critical. Staff input to the overarching BPH Strategic Plan has been extremely helpful (input obtained through office-based discussions, feedback forms disseminated to all staff electronically across the agency, etc.). It has resulted in changes to the overall plan and development of many good action ideas. Similarly, sharing information on the action planning process, the action plan itself, roles each component of BPH can play in implementing the plan, and our accomplishments together are critical. In sum, the Leadership Team pledges to share information on our strategic planning initiative throughout the agency and both highly values and expects the participation of staff in further shaping and implementing our plan. This effort will only succeed if all parts of BPH are aware of the effort, help share how we implement it, and are engaged in accomplishing our goals in this current time of both difficult challenges and great opportunity.