Global Issue Action Plan Template

***Step 1:***

**Identify your mission statement and overall goal. It should be:**

* Concise: Mission statements generally still get their point across in one sentence.
* Outcome-oriented: Mission statements explain the fundamental outcomes you are working to achieve.
* Inclusive: While mission statements do make statements about your group's key goals, it's very important that they do so very broadly. Good mission statements are not limiting in the strategies or sectors of the community that may become involved in the project.

***Step 2:***

**Set SMART objectives (S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime bound**)**

These should:

Be precise

Be expressed in positive language

Start with an action verb to ensure they are focussed on something that can be achieved (e.g. complete, publish, investigate, propose, revise, plan, install)

There are three basic types – create any that apply:

* Process objectives. These are the objectives that provide the groundwork or implementation necessary to achieve your other objectives.
* Behavioral objectives. These objectives look at changing the behaviors of people (what they are doing and saying) and the products (or results) of their behaviors.
* Community-level outcome objectives. These are often the product or result of behavior change in many people. They are focused on change at the community level instead of an individual level

***Step 3:***

**Identify the individual tasks and order them by priority**

Break down any large objectives into smaller tasks, so they don’t seem so difficult to achieve. There is three basic criteria:

* Complete: Does it list all the action steps or changes to be sought in all relevant parts of the community (e.g., schools, business, government, faith community)?
* Clear: Is it apparent who will do what by when?
* Current: Does the action plan reflect the current research, attempts, etc.? Does it anticipate newly emerging opportunities and barriers?

***Step 4:***

**Identify any challenges, barriers, and self-defeating tendencies**

Categorize them as follows:

 ACT – challenges, etc. which are within your control and important

 REFRAME - challenges, etc. which you can’t control but are important; think about how you could view these challenges, etc. in a more positive and manageable light, for example as a focus for the actions you need to take

* CHOOSE - challenges, etc. which you can control but are not important
* IGNORE - challenges, etc. which you can’t control and aren’t important

Then, working in order, consider what strategies you can use to overcome your challenges, etc. A tendency to procrastinate, for example, could be tackled by setting SMART objectives and breaking them down into manageable chunks (Steps 2 and 3).

***Step 5:***

**Determine who can help you/what resources you will need**

Identifies audience and/or stakeholders who would care and/or could offer assistance or resources that are appropriate for implementing your plan and describes how the resources will be used

***Step 6:***

**Decide on a realistic timescale to achieve your overall goal**

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