



LEADING CHANGE TOOLKIT™

TO HELP CHANGE AGENTS AND
CHANGE TEAMS MAKE LASTING
IMPROVEMENTS IN HEALTH CARE

Social Movement Action Framework Worksheet: Developing your action plan for mobilized individual and collective action

Why use an action plan?

- An action plan is an up-to-date document that details how you, your change team and others will turn your vision (or dream) based on a shared concern or strongly desired change into a reality.
- The benefits of an action plan for mobilized individual and collective action include:
 - enhancing the credibility of the social movement by demonstrating a strong commitment to achieving change;
 - achieving an organized and coordinated plan for mobilizing;
 - increasing individuals' accountability and resource efficiencies;
 - describing a blueprint for change that has the three C's - complete (all details are described), current (updated on a regular basis) and clear (indicating who will do what by when); and

- avoiding overlooking important details.

Getting things done and achieving goals with your action plan

- To be effective, an action plan requires leadership, follow-up and accountability from members of the change team and others. Remember that a successful change is made up of 80 per cent follow-through of planned actions and 20 per cent planning for change (Community Health and Development, University of Kansas, undated). Both are necessary and important!
- To support your change team's use of an action plan:
 - ensure all members of the change team have a written copy of the action plan and that everyone knows who is responsible for what;
 - revise and update your action plan regularly, as needed (e.g., every month or in emerging situations where change is developing rapidly, on a daily basis); and
 - have change team members routinely report back on the progress of their assigned tasks as detailed in the action plan to build accountability and leadership.
- The action plan needs to be developed by the change team and by others (e.g., stakeholders). Pay particular attention to those with direct experience of the shared concern or strongly desired change as they know the problem or issue the most.
- Make the most of your action plan:
 - Use it in a way that works best for you and your change team.
 - Make it your go-to resource to keep everyone current on the progress being made towards goals.
 - Use it to communicate updates like stories, data, and photos through gatherings, such as huddles, group email and social media.
 - Review it to reflect on what actions are working or not or how barriers or resistance were addressed or overcome.

“A vision without a task is a dream. A task without a dream is drudgery. But a vision with a task can change the world.” (Oglala Sioux)

Your action plan template for mobilized individual and collective action

Creating your action plan

- Be sure to include your vision and mission as part of your action plan, as the actions taken are meant to achieve them. For more details on developing your vision, mission, objectives, and strategic plan [click here](#) for the worksheet – *Developing a strategic plan for collective action*.
- Remember the three C's of a great action plan - keep it **current**, make it **complete**, and be **clear** about who is doing what and when.

Recapping your strategic plan:

The Vision (the dream):

The Mission (the what and the why of the vision):

The Objectives (the progress and timing of the goals for the mission):

The strategic plan (how the objectives will be met):

Your Action Plan:

Action steps	Leadership	Timing	Resources		Communication/Public visibility		Barriers/Resistance
What is the individual and collective action step being taken?	Who is/are leading this action?	When will the action occur and for how long?	What resources are needed?	What resources are available?	Regarding the messaging created by the change team: 1) How should it be framed or positioned? 2) Will stories, data, or photos be used? 3) Who will lead this? 4) What are the timelines?	Regarding the messaging for stakeholders: 1) What should others know about the planned individual and collective action? 2) How will this be communicated?	Are there any concerns regarding potential barriers or resistance? If yes, how will these be addressed?
Individual and collective action step #1:							
Individual and collective action step #2:							
Individual and collective action step #3:							

SOURCE: Adapted from Centre for Community Health and Development, University of Kansas (Undated). [Table of Contents | Community Tool Box \(ku.edu\)](#)