TOOL | BUILDING A PLAN ON A PAGE

Communications is an important condition of collective impact and collaborative work.   Keeping everyone on the same page is difficult when there are multiple parts that are continually in flux. Developing a Plan on a Page can address these challenges. A Plan on a Page is a concise, one page synthesis of the key design elements of the collective impact approach.

Plan on A Page: What to Include?

There as many different examples for developing the Plan on a Page. The best approach is too keep the information simple, accessible and informative. Think about the Plan on a Page as a tool to tell the collaborative story. Child Friendly Leeds uses four headings for their Plan on a Page:

What we'll do	How we'll do it
How we know we are making a difference	The Way we work

Below is a list of additional content that can provide your audience with all the information they need to understand the collective impact approach and to get involved.
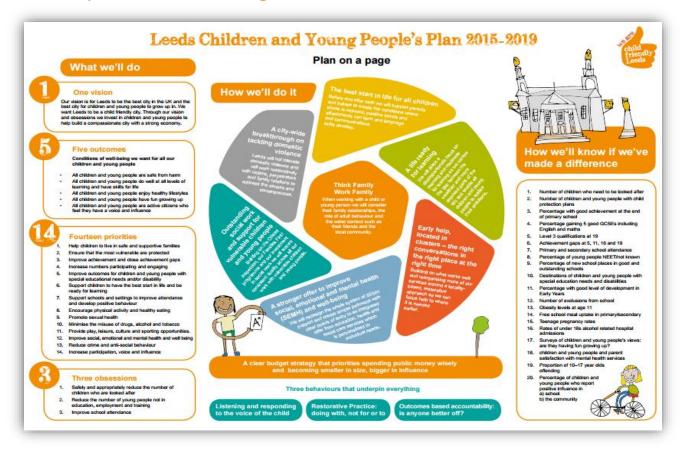
The Top and Bottom of the Plan on a Page
- The Name of the initiative and the aspirational goal or common agenda in a banner across the top of the page
- The address and contact information about the initiative across the bottom of the page including links to your social media profiles.

The Centre Sections of the Plan on a Page (Pick the Top 4 Things to be Included)
- A graphic illustrating the framework or theory of change and the core strategies.
- Key data points that make the compelling case for this approach.
- Information about important research or evidence-based that informs the work.
- A list of the key strategic partners leading or supporting the initiative.
- The success measures used to track progress (Child Friendly Leeds calls these 'Three Obsessions').
- A list of outcomes that have been achieved to date.
- A way for the audience to connect and participate.

Two Examples of a Plan on a Page

Source: http://www.leeds.gov.uk/docs/Leeds%20Children%20and%20Young%20People%20Plan%202015-2019%20WEB.pdf

Both the Child Friendly Leeds and Living SJ examples evolved over time. What works in the first few years will need to be refreshed as the collective impact or collaborative effort evolves over time.

Source: https://www.livingsj.ca/

YOUR TURN:

How would you build your Plan on a Page?

List the 4 to 6 elements which are key to your plan and begin to build your Plan on a Page.

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