

# IMPLEMENTATION PLAN

## DESCRIPTION

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The fourth step moves you from visualization into action by outlining how you will manage your performance measurement efforts. An implementation plan describes the who, the why, the when and the where - essential details to help you keep your stakeholders informed.

## IMPLEMENTATION PLAN COMPONENTS

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### Rationale

- Explain why it is important to measure each indicator

### Responsibility

- List who is responsible for ensuring accurate and timely data is collected, tracked and analyzed, and for reporting results (Note: this can involve more than one person)

### Methodology

- Explain in narrative form how you will collect the data and how often

### Audience

- Identify which stakeholders will be receiving this information

### Reporting Frequency

- Indicate how often the indicator will be reported on (e.g. monthly, quarterly, annually or other)

### Baseline (optional)

- Indicate a quantifiable starting point from which you can measure change. A common baseline is the value of the indicator today

## Target (optional)

- Consider other benchmarks such as a different community or a different point in time when determining your goals
- List the goal for the indicator and the timeframe to reach it

## PROCESS

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1. Return to your **Excel Workbook**, and open the tab: **Implementation Plan**. You can also download a standalone [Implementation Plan template](#).
2. Copy the indicators that you want to include from your short list along with their data sources and paste them into the indicator and data source columns.
3. Complete a row for each of your chosen indicators.
4. Consider the separate table "Other Data to Collect and Communicate" for indicators that you need to track as part of your work, but are not directly related to your economic development activities.

## TIPS

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- Ensure that everyone knows who is responsible for what, and who is taking the lead on keeping the plan current.
- Remember your program or project may change over time. Continue to monitor and adjust your implementation plan as necessary.

## NEXT STEP

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Now that you have developed your implementation plan, it's time to move to the next step: [Communicating Results](#).



PERFORMANCE MEASUREMENT TOOLKIT