

KEYS TO SUCCESS

DESCRIPTION

This simple checklist allows the project lead to decide whether to proceed with strategic planning, as well as the opportunity to red-flag any potential issues at the outset.

RATIONALE

- Provides a checkpoint to reflect on the potential for success in the planning process
- Allows any major red flags to be addressed before proceeding, or at least to be kept in mind as the process is designed

LOGISTICS

- Duration:** 15-20 minutes (may be somewhat longer if discussion)
- Format:** individual self-assessment, or brief conversation
- Key Players:** project lead, with one or two additional key players if necessary
- Resources:** historical understanding of the local economy, as well as the dynamics at play in similar past initiatives; conversation notes from initial 'setting the stage' phase

OUTPUT

Decision on whether to proceed with strategic planning, as well as understanding of potential red flags that may impede the process.

PROCESS

1. Review the "Keys to Success" checklist on the following page.
2. For the items you do not answer "Yes" to, consider or discuss how this element may affect the planning process.
3. Once checklist is complete, evaluate the extent to which you satisfy these foundational requirements.
4. Evaluate if any "No" responses will provide a serious enough impediment to delay the strategic planning for the time being.
5. If deciding to proceed, evaluate how the "red flag" responses will be managed during the planning process.





CHECKLIST

	Yes	Maybe	No
1. Is creating a plan seen as both necessary and useful by the key stakeholders?			
2. Is it likely that the process will be seen as legitimate, fair and transparent?			
3. Is there support for engagement or can it be generated?			
4. Are council and/or other community leaders and decision makers on board?			
5. Are there credible stakeholder representatives that will participate?			
6. Are key stakeholders ready to collaborate and work together?			
7. Are there local champions to keep things moving forward?			
8. Is there someone to manage and facilitate the planning, implementation and monitoring processes?			

COMMON BARRIERS TO SUCCESS

Pushback against strategic planning can take on many forms, for many reasons. A few of the most common are outlined in this list – consider how you will address these concerns as you continue your consultation and planning process.

- Perception that plans just sit on the shelf and gather dust
- Might raise unrealistic expectations in the community
- It will cost too much to implement- we don't have the resources
- Been there done that – we had a plan a few years back and nothing came out of it
- It's not our role as local government to work on economic development
- We aren't interested in growth/change