**IMPLEMENTATION PLAN**

**Delivering one of your key objectives**

*- to be used as a guide -*

**Name of the objective / deliverable**

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**Describe it in a sentence**

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| *A single sentence that says precisely what you are going to do – and why / the benefit. (e.g “To change the way business cases are developed and used in the organisation to ensure every marketing campaign is regarded as an investment rather than an expense.”)*  Are any further details required to explain what the objective / change actually is? |

**Desired outcomes**

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| *What does good look like? What benefits will it deliver? (narrative and numbers)*  *How will you measure success?* |

**Why is this objective/change necessary – for you, for others, for the business?**

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| *What is ‘broken’ / needs to change / needs improving? And why?* |

**Phases / Deliverables / Milestones**

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| *What key deliverables and outcomes need to be delivered by when?* |

**Priorities & Quick Wins**

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| *What are the top priorities?*  *What short-term wins can you deliver to demonstrate success? How will you publicly reward people for generating these wins?* |

**Implications**

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| *Who or what will affected by the development and delivery of this objective?*  *What are the consequences for customers, people, other parts of the business?* |

**Key Success Factors**

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| *What must be done, developed or put in place for this to be successful?* |

**Challenges and Obstacles**

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| *What are the key obstacles to success?*  *How will you overcome them?* |

**Interdependencies and obtaining support**

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| *What key things do you need from others to succeed? How will you ensure you get them?*  *Do others see the need for this and the importance of acting now? If not, why don’t they and how will you help them to embrace the importance?* |

**Stakeholders**

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| *Who are the stakeholders critical to your success?*  *Are they currently for, neutral or against the delivery of the objective? Why?*  *How will they be affected by this objective/change?*  *What must you do to get and keep them onside?* |

**Actions**

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