

# Outcomes, Outputs, & Goals

...Oh My. Planning For Success

#### At the end of this session...

- Define Backwards Planning
- Understand the Steps of Backwards Planning
- How You and Your Chapter Fit
- Developed a Backwards Plan

#### **Backwards Planning**

Outcome//Objective

Output//Evidence

Goals//
Actions

### Objective//Outcome

- Question to ask yourself: What do you hope to accomplish?
- What needs accomplishing?
  - 1. Chapter Expectations
    - 1. Informed by learning's from successful campaigns
    - 2. Designed to help create system for success
  - 2. Immersion: From the community, lived experience.
    - 1. Members in and of the community
  - 3. Literature Research: Information from the web, etc.
  - 4. Interviews: Conversations with people from community, organizations, etc.
    - 1. Parteners

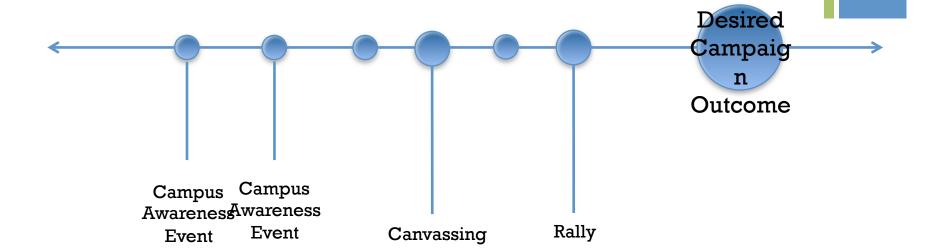
#### Output//Evidence

- What is the acceptable level of evidence to support the desired result?
  - "How can I determine if my campaign was successful?"
- How will we know that we are on track to meet our objective or if we've met it?
- What do people need to learn in order to accomplish this?
  - At the chapter level this could inform what needs to be discussed at chapter meetings
  - At the coalition level this could inform the topics and sessions that are being given to members at large.

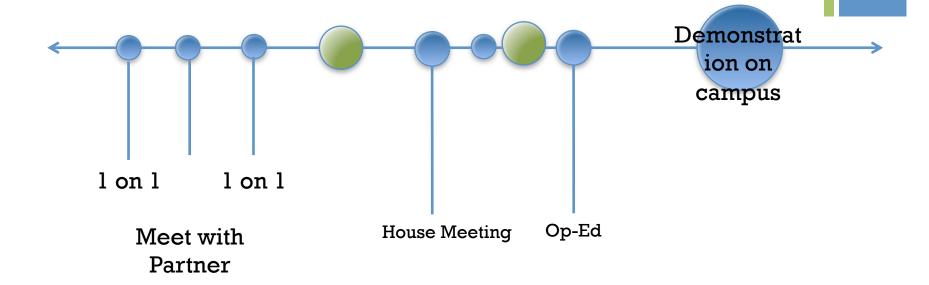
+ Goals//Actions

• Question to ask yourself: What are the steps it's going to take to get me to accomplish my outcome?

### Backwards Planning: Coalition



### Backwards Planning: Chapter



#### Your Turn – Backwards Plan Baby

Instructions:

■ Please spend the next 15 Minutes Backwards planning your campuses awareness event. If you are in a coalition with a campaign, the event should in some way be related to your state's campaign or whatever has been communicated to you. For those of you who do not have one, feel free to simply pick an issue and create an event. From there backwards plan the event.

# Putting it Together

■ How was it?

■ Let's spend the next 20 minutes hearing people share. Question to ask…is this a backwards plan? Why or why not?

## \* Wrapping it up

Backwards planning is a frame of mind where you should be perpetually asking yourself "What concrete steps am I taking to reach my goal?"