Developing Powerful Strategies WORKSHEET

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Purpose

Strategies are the means to change the indicator trend line to improve the well-being of children, families, residents or communities. Therefore, strategies have to be "powerful" enough to impact the indicator trend line or in RBA language "turn the curve." The purpose of this tool is to help groups scrutinize their strategy selection using five criteria.

Strategy Definition

A strategy is the overarching approach (based on a set of coherent actions) that has the power to improve the indicator trendline or reach set targets of improvement. Strategies have to be specific and actionable. Strategies are the means, the method or "the how." A strategy can take the form of public policy change, an initiative, a campaign or implementation of a program on a larger scale. Strategies are developed based on identifying the factors that are increasing and decreasing the Impact indicator trend line and the ensuing theory of change.

Criteria for Strategy Selection

- ✓ **Reach:** Will the strategy reach the children, families, or residents that we have identified? Will the strategy reach specifically, those experiencing disparities based on race, ethnicity, place or special circumstances such as English language learners or formerly incarcerated individuals? Will it reach our targeted population(s)?
- ✓ **Scale:** When implemented what is the expected "level" of scale in terms of the number of the targeted population to impact the trend line? For example, the strategy to form an employer's alliance to hire ex-offenders will affect 800 or 20% of ex-offenders returning to the community annually.
- ✓ **Success Probability:** Does the strategy have "good enough" evidence that it works for the targeted population? What is the research, evidence or best practice to predict success?
- ✓ **Community Fit**: Does this strategy fit the values of residents, stakeholders and partners? Does it fit the culture and interests of the community?
- ✓ **Capacity**: Do we have the necessary infrastructure and resources to implement the strategy successfully? Do we have the resources or can we access them? Do we have the critical partners needed or can we recruit them?

How to Use

1. Use the primary factors identified through the factor analysis coupled with the theory of change to list potential or existing strategies
2. Rank each strategy by applying the criteria
3. Score the strategies by totaling up the number for each criteria and decide on which strateg(ies) to implement

Proposed Strategy	Criteria: Insert a *(3)* High, *(2)* Medium or *(1)* Low					Total Score
	Reach	Scale	Success Probability	Community Fit	Capacity	
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						

Tip: *The scoring is a guide to inform decision making. This conversation can lead to gathering more evidence about a specific strategy, clarifying the theory of change, gathering more data etc. Additionally, groups will often move to a formal decision making step to reach consensus and commitment from its leadership, members and/or partners to move forward to implement the proposed strategies based on action commitments to take to achieve implementation.*