

Idea Planning Worksheet

Adapted from Youth MOVE National's Idea Incubator Worksheetⁱ

This worksheet is designed to help you take an idea for a new project, product, or strategy to action. It guides you through a thoughtful and comprehensive approach to strategizing a plan for implementing your idea.

Begin by identifying the idea or specific area of focus for this implementation plan. Enter a very brief statement that summarizes what this plan will be addressing:

Step 1: Needs and Resources

List any **needs** that you have identified specific to this area of focus. Some possible sources of information for this section may include organizational data, annual reports, Excel trackers, survey and evaluation results, national data sets, and/or community data (e.g., health indicators, census records, needs assessments and key informant surveys):

List any **resources** that you have identified specific to this idea or area of focus. Include your team's current skillsets, funding, partners, previously created products, etc. that will support this effort:

Step 2: Goals and Desired Outcomes

Identify the **goal** for this implementation plan. Write your area of focus in a goal statement:

Identify the key audiences this effort will reach:

What are the desired outcomes?

Who or what will change?	By how much?	By when?

Step 3: Strategies / Best Practices

Describe the **strategies or best practices** that will be used to reach the desired outcomes described above in Step 2. In the ‘justification’ column, describe why this strategy/best practice was selected by relating its ability to address the needs identified in Step 1 to what is known about its ability to reach the desired outcomes described in Step 2. There may be multiple strategies/best practices you will be implementing to address one particular goal.

Strategy/Best Practice	Justification/Relation to Desired Outcomes

Step 4: Fit

For the strategies/best practices noted above in Step 3, describe the **fit** with your group’s values, principles, needs and culture. Describe how these strategies align with work that your group is already doing. Do any strategies fit in the scope of current programs? This may be one summary paragraph for all the strategies noted in Step 3.

Review each strategy/best practice noted in Step 3 and describe **fit** considerations with existing policies, regulations and practices that apply. For example, we have restrictions on lobbying activities on all federal contracts. Or we have a practice of engaging youth via virtual meetings each month. Or this contributes to the organization's practices of promoting our youth wellness program.

Step 5: Capacity

Capacity considerations span a range of areas including human, technical, fiscal, and structural/linkage. In this section, records all of the inputs needed for this to move forward. This is also a time to identify challenges or limitations you may face during implementation of any of these areas.

For *each* strategy/best practice identified in Step 3, address the following:

Human Capacities

Human Resources: For each strategy/best practice identified above, please identify any staffing or human resource considerations.

Capacity Building: For each strategy/best practice identified above, please identify any plans to build staff or stakeholders' capacity so that all can effectively participate in implementing the chosen strategy/best practice.

Stakeholder Involvement: Describe the involvement that will be needed from others to implement the strategy/best practice effectively.

Other Human Capacities: Describe any other human capacities needed to implement the best practices/strategies effectively that were not addressed in the previous boxes.

Technical Capacities

Describe any technical capacities (electronic, accounting, legal, evaluation, in-kind resources, space etc.) needed to effectively implement each of the identified strategies/best practices.

Fiscal Capacities

Describe the financial resources needed to implement the identified strategies/best practices and where these resources will come from.

Structural/Linkage Capacities

Describe any collaborative agreements with other organizations needed to implement each of the strategies/best practices.

Additional Comments

Please address any other information of importance that has not been addressed above.

ⁱ This worksheet was created by Youth MOVE National and is adapted from Levison-Johnson, J., Dewey, J., & Wandersman, A. (2009). Getting To Outcomes[®]: in systems of care: 10 steps for achieving results-based accountability. Atlanta, GA: ICF Macro.