



# DEVELOPING A PLAN OF ACTION

## 8 Easy Steps for Communicating Conservation





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## Guiding Questions

### 1. Identify Problems

- What's not working?
- What do you struggle with?
- What are others telling you?

### 2. Analyze & Reflect

- What IS working?
- Why things are NOT working?
- Who is doing things you want to do?
- How hard are you willing to work?

### 3. Background Research

- Who is your audience?
- Who is your competition?
- What are they doing?

### 4. Skills & Tools

- What is feasible for you to start and maintain?
- How will you create the culture to use these tools?
- What goal will each tool and skill help you accomplish?

### 5. Practice & Execute

- How can you stay fresh?
- Where do you go for motivation?
- What will be the reward if you fail?

### 6. Evaluate & Report

- What do you want to measure?
- Why do the Board, administration, staff, SWCDs, Legislature care about the report?  
Are the benefits clear?
- How can you measure personnel or self-improvement in this arena?

### 7. Intentional Tweaks

- What is/is not working?
- What to abandon/reinforce?
- What have you done to be you?

### 8. REPEAT