

# **Strategic Planning for LED**

## **Strategy Implementation**

# Strategy Implementation

- **Prepare Project Action and Implementation Plans**
- **Build Institutional Frameworks**
- **Ensure Relevant Inputs Are Available**
- **Carry Out Project Tasks**

## **Key Issues**

- Who takes responsibility for each project
- What are the targets/milestones in terms of outputs, time and funding
- Establishing effective reporting structures

# Strategy Implementation

- **Prepare Project Action and Implementation Plans**
  - An Implementation Plan lays out budgetary, human resource, institutional and procedural implications in implementing the LED Strategy
  - An Action Plan lays out a hierarchy of tasks, responsible parties, timetables, sources of funding, expected impacts and results for each project

## **LED Project Action Plans**

- LED Project Action plans describe each project
- Set out hierarchy of tasks, responsible parties, timetables, sources of funding, expected impacts and results for each project
- Should include the group responsible and name of project manager

# LED Project Action Plans

- **Provide structure to LED projects and background on**
  - Justification
  - Stakeholders and beneficiaries
  - Strategy and Objectives
  - Outputs and activities
  - Budget and schedule
  - Implementing organization
  - Monitoring and Reporting systems

# Measuring Results

- The outcome or result tells what you want to achieve
  - *Example: give start-up loans to small businesses*
- An indicator is a unit of measurement that allows you to monitor and measure performance in getting results over time. It measures outcomes and results
  - *Example: number of loans given*
- A target is a value that tells you how well you are doing in getting the results you aim for
  - *Example: 30 loans per year*

# Strategy Implementation

- **Milestones for Implementation**
  - Establish a clear set of milestones so as to monitor delivery and outputs on every objective of the plan
  - Milestones should be clearly defined and measurable

# Strategy Implementation

- **Key Points**
  - Prepare LED Project Action Plans
  - Prepare Implementation Plan
  - Build institutional framework
  - Ensure relevant inputs (financial, human resources) are available
  - Carry out project tasks



# Strategy Implementation

- **Build Institutional Frameworks**
  - Most comprehensive LED strategies are delivered through public/private sector partnerships
  - Need to build formal and informal links with businesses, community and voluntary organizations via councilors, council staff and services
  - Need to build relationships and trust between partners and manage their different perspectives and agendas

# Strategy Implementation

- **Build Institutional Frameworks**
  - Need to agree to a shared vision and mutual advantage to drive partnership commitment and implementation
  - Need to bridge the differences in culture between private and public sector to bring forth the best from partners
  - Building effective partnerships for LED strategy implementation is time consuming

# Strategy Implementation

- **The Implementation Plan includes**
  - Action Plan
  - Budget
  - Institutional Structures, reporting and approvals
  - Monitoring and evaluation plan
  - Schedule
  - Communications plan
  - Stakeholder consultation plan

# Strategy Implementation

- **Key Points**
  - Who takes responsibility for each project
  - What are the targets/milestones in terms of outputs, time and funding
  - What will be the reporting structures (including to stakeholders)

# Communicating the LED Strategy

- **Communication of Strategy**
  - Enables cooperation between stakeholders, management and personnel
  - Enables creativity
  - Facilitates selection of optimal solutions to problems
  - Prevents and solves conflicts
  - Contributes to success

# Strategy Implementation

- **Ensure Relevant Inputs are Available**
  - Implementing a LED strategy needs commitment of resources, time, political support and effort
  - These inputs should be secured prior to the start of implementation
  - Ensuring and maintaining that these inputs remain in place will determine the success of LED implementation and effort
  - Make use of lobbying and informal networking