**WIN Module B Activity Template**

**Instructions: Building a Strategic Plan**

* This template is to be used during the Module B program as a step-by-step guide for creating an initial strategic business plan as part of your leadership skills for evolving the digital maturity of your media organization
* As you follow along in Modules 1 - 9 with the slides, reading, and quizzes you will need to apply the learning to each section of this template with your project plan.
* **Learning outcome:** This template is a practical way of organizing your editorial ideas into a strategic framework. It helps you develop an editorial business idea from concept to execution as a pre-cursor to writing a large strategic business plan.
  + Please go through MODULE 9 before submitting your final draft on Monday Mar 10, 2025.

**How to use this document:**

* If using this as a SHARED Google doc - please make sure to MAKE A COPY (File > Make a Copy > Save to your own Google Drive)
* If using it as a template download it as a PDF/Word Document and save it to your hard drive.
* Each group will work on ONE final copy to submit at the check-in and final session.

**Group Organisation work:**

* This template is to be filled in per media organization and not individually.
* The goal is to build your strategy as one group in your organization
* You may not have all the answers to the questions in each section - make sure you collaborate and gather research and relevant data or insights from other teams in your media organization. Think about building a collaborative outreach strategy to other teams like:
  + Digital product
  + Data and analytics
  + Sales and Marketing
  + Customer Service

**Timelines:**

* **Wednesday, January 22:**  Introduction to Module B and Template Overview
* **Week of February 24 - 28:** Submit for check-in - can be 1:1 or with the group - book a 30-minute session in the evening hours (APAC) through WIN with Anjali.
* **Monday, March 10:** Submit your rough draft of your one-pager for comment/input from Anjali (Async with Google doc or email outline)
* **Wednesday, March 18:** Be ready to present your strategic plan with your group. You can showcase the plan and 5 slides as an executive pitch to your leadership team.

**PROJECT TITLE AND ONE SENTENCE:**

*Instructions: Think about an editorial project or audience generation idea that you have for your organization - write it down in one headline and then a secondary sentence.*

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| **OVERALL GOAL**  **(100 words max)** | * What is the problem you are trying to solve? * How will this project contribute to your company's business goal? * Bonus: If you have a business target (audience or revenue) in numbers you can use for your success metrics. * Use SMART Goals (Actionable and easy to track) |
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| **TARGET AUDIENCE + CUSTOMER FOCUS** | * Share the types of audiences you are targeting in your project and outline the steps that you followed to settle on this target. * How will you use analytic tools to your advantage? * And if you have identified them already, why did you choose them? |
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| **SUCCESS METRICS:** | * What will you measure in this project? Take a moment to think about measurable KPIs/Success metrics that you will track from the beginning of the project month on month.   + We want to increase xx% of the audience to the overall site/newsletter/section   + We want to test audience engagement with this topic/editorial idea   + We want to post this type of content on our social media sites and see if it resonates with a younger audience |
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| **RESEARCH and DATA GATHERING:** | * Where are the gaps in my audience/customer or success metrics? * What do I need to find out? Are there external data points or resources I can reference? * Who do I need to speak with across my organization? * What could be some of my roadblocks to getting this information? * **Note:** Identifying this early lets you understand the information gaps and the people you need to work with cross-functionally. |
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| **COMMUNICATION + COLLABORATION PLAN** | * What teams do I need to collaborate with for this project to be successful? * Who are the influencers/leaders I need to get on board to approve this idea? * What will my communication plan be for the newsroom/editorial and business/leadership sides? |
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| **ORGANISATIONAL CULTURE CHANGE: PROCESS AND RESOURCES** | * Leadership tactics/team/employee tactics * How do we move this idea forward within our organization? * What operational processes should change or be streamlined? * What resources will I need to ask for:   + Editorial Tools + Technology   + Audience data or measurement   + People (or Different Role Skillsets)   + Time   + Operational Money for… * Who should we pick as our leadership sponsor for advice and to champion the plan? |
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| **TIMELINES:** | * What are the next steps to start this project from concept to execution? * Map out a light timeline by month or quarter to allow leadership to see your timeframe for completion * Make sure you have touchpoints to check in for success metrics and customer focus. |