

GEARING UP FOR ACTION

Step 10: Preliminary Action Plan

With a clearer sense of what your organization can actually invest in an effort to achieve the desired racial equity outcome, you can develop a detailed action plan that is both realistic and in line with your vision of change.

What preliminary action steps make the most sense?

→ **EXERCISE:** What will be your initial focus? What is reasonable to think you can accomplish by the end of one year?

→ Who will be your messengers?

→ What media, communication format and messaging language will you use?

→ Who will be your audience?

→ If external support is needed - what type of skill sets or expertise will be most valuable?

Reverse ENGINEERING your Action Plan

→ **EXERCISE:** Start with what you want to achieve by March 2023 - and then work backwards. E.G. What would need to be in place/completed by December to meet the March goal and so on.

