

# W.O.W. FACTOR

Words Of Wisdom for FPS Coaches and Students

## ACTION PLAN

### THE PURPOSE OF AN ACTION PLAN

If you chose important criteria and completed the grid correctly, the solution with the highest total IS your best solution. Your Action Plan is basically a detailed description of how your best solution can turn into a workable plan. It is not simply rewriting what you did in Step 3; instead, it should outline the specifics of your solution's implementation. As you think through what to include in your Action Plan, consider the five W's and H as a guide: **Who**, **What**, **Where**, **Why**, **When** and **How**.

### WHAT TO INCLUDE IN YOUR ACTION PLAN

#### ➤ THE BASIC SOLUTION IDEA

- **What** exactly will be done?

#### ➤ DETAILS ON HOW THE PLAN WILL OPERATE

- **Who** will be involved?
- **What** steps will be taken?
- **Where** will it occur?
- **How** does it work?

#### ➤ TIMELINES & TASKS FOR IMPLEMENTATING THE PLAN

- **What** will be done first and **when**? Second? Etc.

#### ➤ SHOW RELEVANCE

- Explain **why** this solution/plan works to help solve your Underlying Problem. This is the most important element of your Action Plan! Don't just repeat your KVP/purpose, simply saying that your plan will solve it – **explain why** it will.
- Explain how this solution/plan positively impacts the Future Scene.

#### ➤ SOLVE POTENTIAL PROBLEMS

- If any obstacles stand out in your mind, list and explain them. **HOWEVER**, don't list an obstacle unless you can tell **what** you would do to overcome it. If you simply list an obstacle with out a remedy, it will tend to weaken your overall plan.



### SOME ADDITIONAL TIPS

- ✓ The Action Plan is usually written by one person, however EVERY team member should help with the ideas. Try brainstorming a basic list of the main features of the plan together.
- ✓ You may include your second highest solution as part of your Action Plan, but you should do this ONLY if the second idea is a logical sub-part of the first idea and does not become the main part.
- ✓ Consider the scoring elements of the Action Plan as you write it: *Relevance* (does it help solve your UP?), *effectiveness* (how much of your UP does it solve – a lot or just a little?), *impact* (the effect your Action Plan has on the Future Scene), *humaneness*, and *development* (the degree to which the plan is explained).

## SAMPLE ACTION PLANS

### UP:

Since many people live in poor countries that do not address desertification, how might we help these poor countries participate more in the use of methods that prevent further desertification, so that land degradation does not increase in 2040 and beyond?

### SOLUTION FROM STEP 3:

The AAP will provide benefits to people who do certain positive things to the environment, such as every time someone plants a new tree, they get a bag of grain. Receiving needed/desired items will motivate people to act to reduce desertification.

### ACTION PLAN:

In every town that is part of the AAP, a list of positive environmental actions and their rewards will be advertised and posted. For example:



- Plant a new tree = 5 bags of grain
- Rotate crops = Receive a cow
- Build an earth mound = \$100
- Create a shelter/wind belt = Home improvements
- Use a compost bin = 1 free meal per week
- Etc.



The first step of the project is for the AAP to meet and discuss desired deeds and possible benefits. They will get local residents to help determine appropriate benefits. After two weeks of discussion, representatives from the AAP will visit the towns and explain the project. After that, one month will be spent finalizing the project. Once the plan has been implemented, it will be analyzed every month for effectiveness.

Every week, participants will use cameras provided by the AAP to photograph their deeds. They will submit an envelope with the photo and a written explanation of what they did that is signed by two witnesses. After the AAP receives this information, they will provide the reward.

This solution will increase participation in actions that address desertification because people in these poor African countries need and will want the benefits provided. Receiving basic necessities will motivate people to do good environmental deeds.

A potential problem with this project is that people could become over-enthused about doing good deeds, and the AAP may think they are giving away too many rewards. A solution to this problem is that families will be limited to a certain number of prizes per month. After people begin to see how their actions are improving the environment, they will be motivated to continue positive actions that stem desertification without reward.



**UP:**

Because many farmers in Africa continue poor land management practices, how might we increase African farmers' participation with the UNCCD's techniques in 2040 and beyond, so that the negative effects of desertification can be diminished?

**SOLUTION FROM STEP 3:**

The UNCCD will create an agricultural tutoring program in Africa where experts provide one-on-one help to farmers in rural areas. Tutors will not only educate and assist farmers about sustainable farming practices, but will also be available to motivate them to continue positive actions that help reduce the negative effects of desertification.

**ACTION PLAN:**

With the help of the AAP, the UNCCD will create the "African Desertification Tutoring Initiative" (ADTI). Agricultural students pursuing their doctorate degrees from universities around the world will be recruited to serve as tutors to African farmers. They will make a one-year commitment to live in a specific African community and help farmers there. They will teach farmers all about desertification – its causes and implications for Africa if action is not taken. The tutors will also work one-on-one to teach and help farmers implement specific sustainable farming techniques. Some of the methods include rotating crops, building wind belts, reforestation, composting, etc. The motto for the program will be this Chinese proverb: *The journey of a thousand miles starts with a single step.*

Students will take a one-semester course at the end of their doctorate program from experts in the field of agriculture who specialize in desertification. At the end of the course, they will be sent to a specific village in Africa to spend a year there. Their lodging and food expenses and will be provided by the AAP/UNCCD. Tutors will keep a log of their efforts and results. The log and a final paper will be presented to the university to serve as the student's dissertation. A copy will also be submitted to the AAP and UNCCD.

Some farmers may initially oppose the idea of a stranger helping them. However, after they learn about the necessity of implementing sustainable farming methods and the impending consequences if they don't, they will be more willing to participate. Language may also be a barrier. However, the AAP/UNCCD will provide an interpreter if one is needed, and will pay him/her for services rendered. Some may think that simply working with one or two farmers is a waste of time; that it will take forever to accomplish. However, program's motto will help them understand that small things combined can produce meaningful accomplishments.

As the ADTI project continues, successes will be made known through word of mouth, helping it spread to other areas. One-on-one assistance will be a powerful way to ensure that farmers understand what to do and why certain actions are important. Having a person to help when they have questions will be an exceptional benefit as well. Comprehending the new techniques as well as the impact of desertification will motivate farmers to continue their efforts, thus helping to reduce the negative effects of increased desertification.

