

Roll Out an Initiative in 6 Easy Steps



Here’s a cute graphic to illustrate six steps to rolling out a new initiative. It was originally prepared for a client who provides services to venues and wanted to exhibit, but it can be used for planning an event, building a new website or creating a signature cocktail list!

1.

Create Intention



It’s nearly impossible to delegate vision. Leadership is responsible for setting the intention.

2.

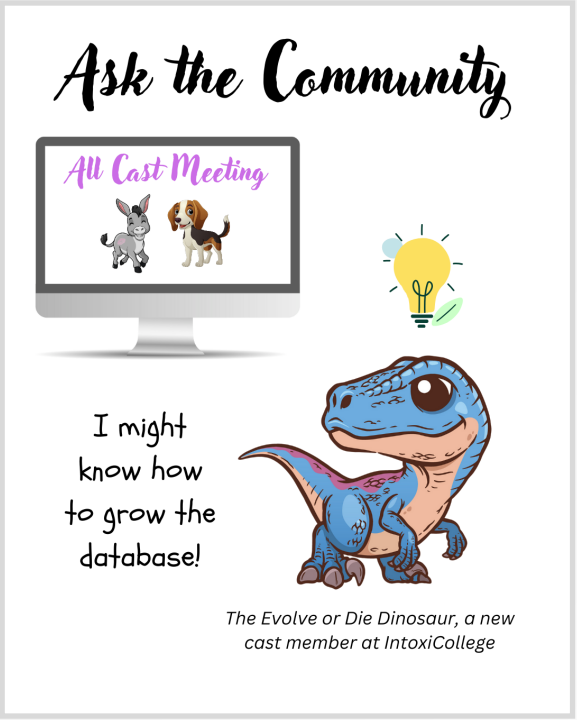
Design Objectives



Take the time—perhaps with a trusted partner—to outline specific, measurable and achievable objectives! Connect the dots.

3.

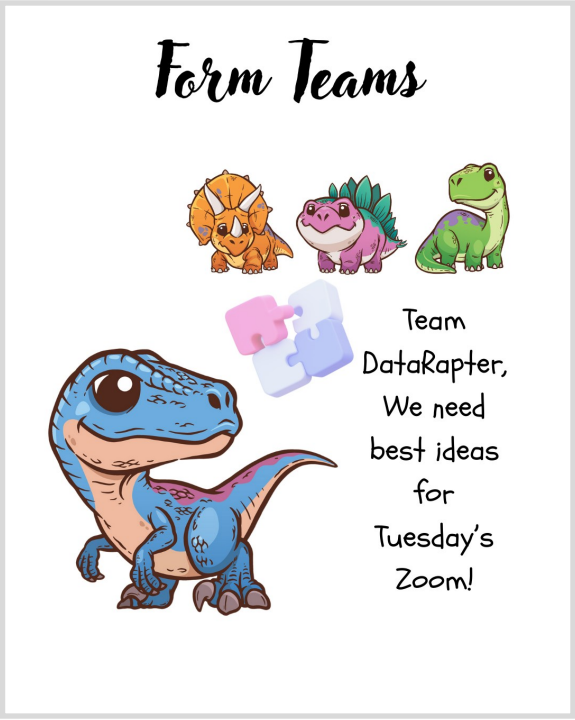
Ask the Community



Now, introduce your detailed roadmap to the organization. You never know where the next good idea might come from!

4.

Form Teams



Create a team, or teams, including those who contributed valuable feedback, regardless of role. Be sure to give them plenty of guidance and accountability.

5.

Activate!



Roll out! Because your team is invested, the initiative has a greater chance of success.

6.

Celebrate!



Once the dust settles, assess how closely you achieved your intention. Make tweaks and get back to work