

Plan for Success

RP101 – Part 1



Plan for Success

Plan for Success (RP101) introduces outcomes-based thinking to achieve individual and community benefits through recreation.

Whether used daily or annually, an outcomes-based approach will help you plan, prioritize, and demonstrate the impact of recreation.



Learning Objectives

- **Communicate the value of outcome-based planning.**
- **Describe the difference between outcomes, outputs, inputs and activities.**
- **Prepare a basic planning model that connects activities to outcomes.**

About Your Trainer:

Add description



Agenda

1. What is Planning?
2. Planning Basics
3. Importance of Outcomes/Benefits

What is Planning?

- “Preparing for tomorrow today“
- Determining outcomes or goals and how they can be reached
- Planning is being clear about:
 - 1. where you are now*
 - 2. where you want to go*
 - 3. the steps to get you there*

Your thoughts? Agree or Disagree?

_____ everyone plans in some way

_____ most of us don't receive formal training about how to plan

_____ planning for success in our personal lives is very different from planning a successful program

_____ planning becomes less important when we don't have enough time or money

_____ planning is the main difference between being a manager and being a leader

_____ outcome-based thinking isn't always appropriate for planning

Why is it Important to Plan?

- gets everyone moving in the same direction
- makes the best use of your resources
- helps to determine what is most important
- helps prevent crisis management
- establishes how much funding is needed
- builds confidence and security
- provides continuity
- encourages accountability
- ensures community needs are being met
- creates commitment and enthusiasm

The Importance of an Outcome-Based Approach

Outcomes (or Benefits):

- determine whether or not you are making a difference
- helps create a better future
- describe the conditions you want to create for individuals, programs, and your community
- will help drive everything e.g. planning, programming, promotion, evaluation

Why is an Outcome Based Approach Important?

If we know the outcomes that our recreation programs and events are delivering, we can do a better job of:

- promoting;
- planning;
- evaluating, and;
- making sure others understand and respect the value of recreation.

Outcomes are:

- also referred to the *benefits* of recreation, the *end results* or *impacts*
- why your program/organization/department exists
- the benefits or changes your initiatives are making for individuals (including yourself) or your community
- the differences that need to be promoted so people aren't saying:

So What??



The “*fortune*” that recreation delivers are its **BENEFITS**...individual, community and environmental wellbeing!

Too often we promote the “*cookie*” or *what we do*...running programs and events, managing facilities etc., ...the **FEATURES**

An *Outcome-Based* approach means emphasizing the FORTUNE you deliver through recreation (the benefits or outcomes) - not just the cookie!

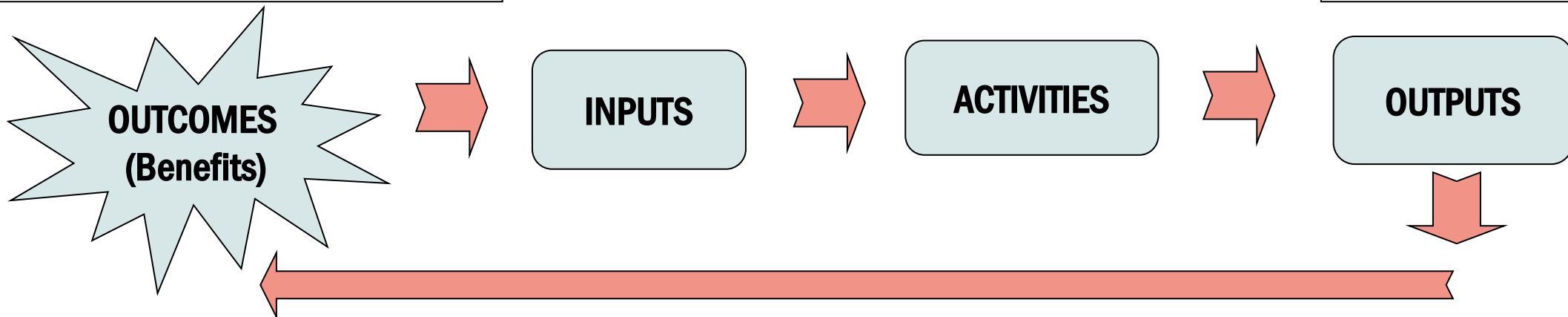
Outcome Model

WHY you offer the program, event, or service. The benefits or changes that community members experience (e.g. new **knowledge**, increased **skills**, changed **attitudes** or **values**, modified **behaviour**, improved **conditions**, altered **status**.) These can be short term, midterm or long term benefits.

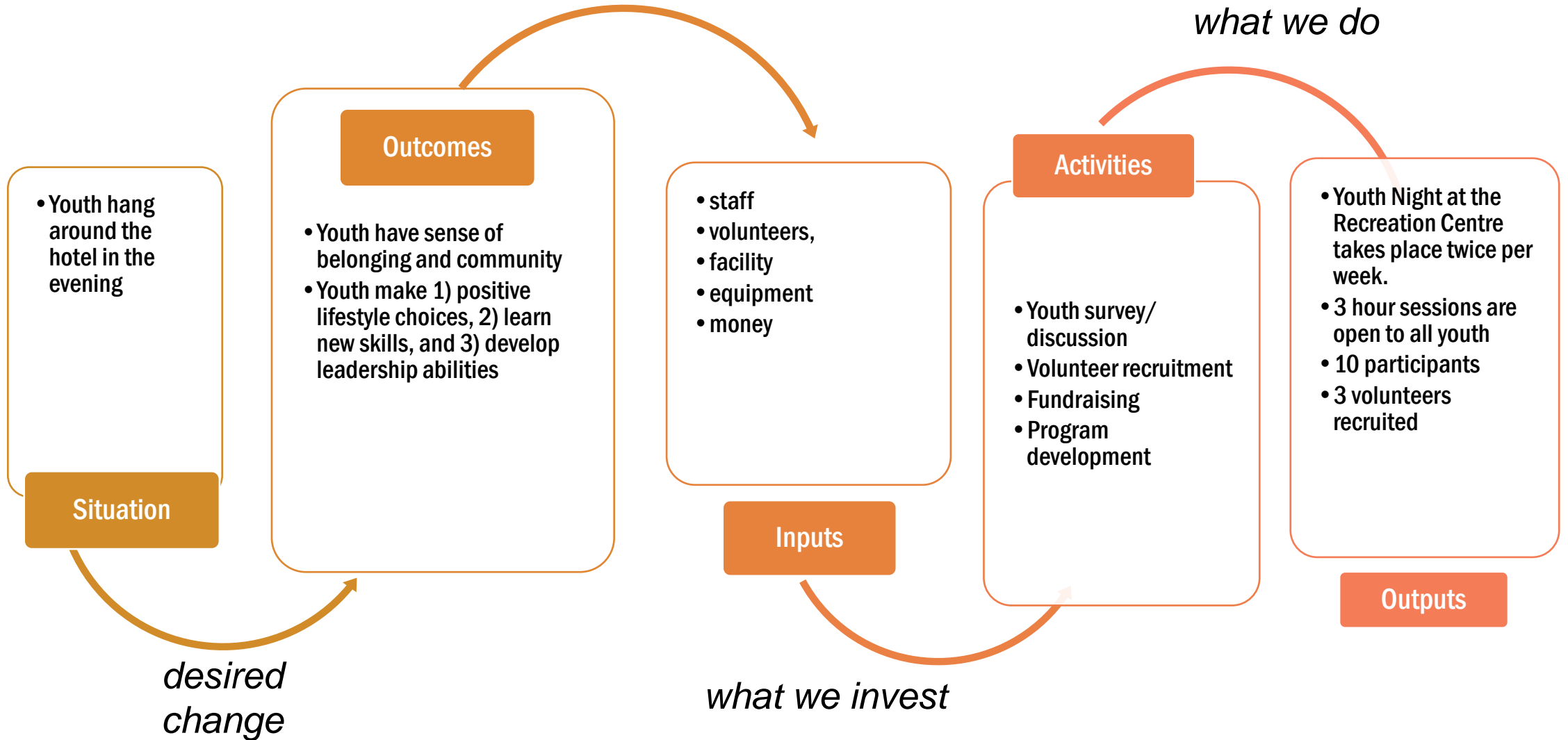
Resources you use for projects, programs and events (e.g. money, staff, volunteers, facilities, equipment, supplies, materials).

What you do with the inputs to make the program happen (e.g. planning, promotion, registration, program admin, volunteer recruitment. Training).

What you create and who you reach - the direct products of the program, event or service (e.g. # of classes, # programs, amount of money raised, # of participants or volunteers, volume of materials distributed etc.)



EXAMPLE: Program Planning Using an Outcome (or Benefit) Approach



When your WHY is strong, you'll figure out HOW.

The HOW comes from the WHY.

Not the other way around.

Sample Outcomes

- “know the value of recreation” (knowledge)
- “recognize that an appreciation of active living is necessary for health” (attitude)
- “recognize the importance of literacy” (value)
- “are able to implement a fundraising plan” (skill)
- “use verbal rather than physical means to resolve conflict” (behaviour)
- “have an increased sense of community” (condition)
- “participate independently in community settings” (status)

Key Characteristics of Outcomes

- state only a single end state or result
- are performance based (what change takes place?)
- if you *control* it or do it, then it is an *output* or an *activity*
- if you can only *influence* it, it is an *outcome*
- outcomes are harder to measure than outputs but more important

Outcomes Are NOT:

- number of participants
- amount of money
- participant satisfaction
- purchasing or upgrading equipment
- maintenance
- training staff
- recruiting volunteers

What do you think?: Output or Outcome?

- An average of 20 children attended the after school program each day.
- Confidence levels of participants have increased.
- Volunteers enhanced their capacity as community leaders.
- Program revenue increased by 10%.
- Youth are making more positive use of free time outside of the program.
- Participants' sense of being part of a community was strengthened.
- 85% of participants completed the entire program.

An Emphasis on Outcomes Helps Staff, Elected Officials and Volunteers...

- better understand the role they play in the pursuit of broader community recreation goals and priorities
- keep focused on delivering outcomes that make a difference
- support necessary change

Next Week

- **your understanding of an outcome-based approach will be applied to a specific issue and program in your community**

QUESTIONS?

Trainer's Contact Information:



With support from:

