

Tackling Poverty Together

The Role of Young People in Poverty Reduction

TPT Document 11: Handouts on SWOT Analysis and Developing an Action Plan

Simply put, your action plan should identify what your country team is going to accomplish over 1) the next three months and 2) longer term if needed. It should specify your overall goal(s) and then indicate, with as much detail as possible, the steps to take towards achieving them (who will do what and by when).

There could be two parts to this process.

- 1) The “strategic part” – to identify your broad goals (1 to 5)
- 2) The “action” part – to determine how to work together towards achieving those goals.

Strategic Part

This will probably be the more difficult part – there is so much that could be done, it may be tricky to stay focused and strategic (use your resource people!)

Here are some steps to strategic planning:

- 1) It often begins by conducting an assessment of the external environment, which is what we have been doing the last two days - workshop – taking a look at “what is out there” – i.e. various strategies in place, concepts surrounding youth poverty, etc.
- 2) You should also conduct a “SWOT” analysis to make sure your team’s action plan is grounded in realities and recognizes what you have to work with. (See handout)
- 3) Then identify 1 to 5 (maximum) main goals your team would like to/need to accomplish over both the next few months (mainly) and longer term (if needed).
- 4) AFTER THIS, it would probably be valuable to write a short introduction (1 to 2 paragraphs?) about your team’s definition of youth poverty and why you choose the goals you have chosen.

SOME IDEAS FROM THE SESSIONS:

Importance of a building base – other youth, NGOs, policy makers e.g Uganda’s example of coalition between the “Big Seven” youth organizations

Creating buy-in: Incorporate what is taking place at PRSP/CCA/UNDAF/MDG level

Can you make use of the MDG indicator database, Quick Wins, other processes underway?

ECA’s example of creating a youth PRSP learning group

Emmanuel’s examples of:

- “writing the youth chapter” of a PRSP strategy – to have ready, with coalition support, for the next progress report/drafting round
- partnering with an established NGO initiative to form “ a youth wing” or taking advantage of current consultations (e.g. Jesuit Network through Catholic Church, working in the context of the Jubilee Campaign”). Similar to the “White Band” campaigns now?

Training other youth in monitoring and evaluation of the implementation of poverty reduction strategies

Incorporating and strengthening existing work on youth in the goal areas your team has identified e.g. Commonwealth Youth Programme’s thematic areas

Action Part

Identifying how those goals will be reached (strategies, objectives, responsibilities and timelines).

Some points to remember while proceeding with this process:

- The planning process is at least as important as the planning document itself.
- The planning process is never "done" -- the planning process is a continuous cycles that's part of the process itself.
- Good action plans can be very helpful advocacy tools. Eventually, you group will probably create a “working plan” for the group – and then a copy of the plan that can be shared externally.
- Remember that objectives and their timelines are only guidelines, not rules set in stone. They can be deviated from, but deviations should be understood and explained.

SWOT ANALYSIS – fill in with examples

STRENGTHS

WEAKNESSES

OPPORTUNITIES

CHALLENGES

Based on this, some of the following goals make sense:

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WORKSHEET
STRATEGIC ACTION PLAN FOR: _____

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GOAL <i>(what)</i>	STEPS TO TAKE <i>(how)</i>	RESOURCES NEEDED (SKILLS, TOOLS, ETC.) <i>(with what)</i>	WHO	WHEN - TIMELINE