

IDEA Strategy Creation Timeline

Timeline



Week 1

- Assess current-state activities
- Finalize our IDEA committee structure



Week 2

- Align on vision, goals, & KPIs
 - Initial strategy draft: finalize vision & 3-year goals
- Kickoff global alignment workgroup meetings
- Align on proposed budget
- Employee research on prioritized strategic commitments



Week 3

- Refine strategy draft
 - Finalize 1-year goals & initial 3-month goals draft
- Initial policy draft
- Initial budget proposals
- Employee research on prioritized strategic commitments
- Collect KPI baselines as needed



Week 4

- Finalize strategy
 - Finalize 3-month goals
- Refine policy draft
- Initial commitment action plan draft (timelines, activities, & ownership at global, regional, & local levels)
- Refine budget proposals
- Collect KPI baselines as needed

Timeline



Week 5

- Refine policy draft
- Refine commitment action plan draft (timelines, activities, & ownership at global, regional, & local levels)
- Refine budget proposals
- Employee research on commitment action plan
- Internal & external communication strategy planning



Week 6

- Finalize policy
- Finalize commitment action plan draft (timelines, activities, & ownership at global, regional, & local levels)
- Finalize budget allocation
- Finalize internal communication strategy
- External communication strategy planning



Week 7

- Finalize external communication strategy
- Internally publish strategy, policy, and commitment action plan
- Execute internal communication activities
- Establish ongoing cadence for KPI review & goal-setting



Week 8

- Execute external communication
- Continue ongoing review of KPIs and progress on strategic commitments