



**Phase One:**

Strategic Analysis and Recommendations

- Analysis
- Objectives
- Strategy
- Tactical Recommendations

The Vision for the desired future state of the organization is established.

The 12-month plan is laid out into tactical phases with the clear objectives in place to move the entire organization closer to the desired future state.

**Phase Two:**

Tactical Roll-Out A

Objective that is met:

List the Objective

- Examples:

- Pilot Project
- Personality Marketing
- Capital Tool Development (social network, website, email technology)

Thresholds / Triggers:

- Examples

- Number of subscribers
- Number of members
- Number of impressions
- Number of unique visitors
- Completion of the capital development
- Hiring of Staff
- Approval of Budget
- Product Completion
- Money earned
- Number of product sold

Analysis of Phase Two

**Phase Three:**

Tactical Roll-Out B

Objective that is met:

List the Objective

- Examples:

- Viral Marketing Campaign
- Microsite
- PPC Campaign
- Contest

Thresholds / Triggers:

- Examples

- Number of subscribers
- Number of members
- Number of impressions
- Number of unique visitors
- Completion of the capital development
- Hiring of Staff
- Approval of Budget
- Product Completion
- Money earned
- Number of product sold

Analysis of Phase Three

**Phase Four: Etc.**

Time .....→ The Tactical Roll-Out is planned over 12 months in phases that are agreed upon at the outset and have activating triggers / thresholds.