



## Audience Building Operational Plan Template

An Initiative of The Arthur M. Blank Family Foundation

SMART Objective:				
Strategy 1	Tactic A	Task A.1	Deadline	Responsible Person(s)*
		Task A.2	Deadline	Responsible Person(s)*
		Task A.3	Deadline	Responsible Person(s)*
	Tactic B	Task B.1	Deadline	Responsible Person(s)*
Strategy 2	Tactic A	Task A.1	Deadline	Responsible Person(s)*

\*Always list the job title or role of the person rather than the individual's name. This helps keep roles clearly defined and keeps things from falling through the cracks in the face of organizational change.

Recommendation: I recommend building out your operational plan in Excel or another program that allows you to sort by different criteria. If you can sort by responsible party, deadline, strategy, etc., it allows for more efficient and effective management.