

Additional Guidelines for Writing a Successful Plan

FASTER *Trust us to be there.*



- 1. Though many people believe all staff should be involved in the brainstorming process that leads to a plan, this generally is not a good idea for the first (and possibly many more) effort.** Select a team of creative, committed staff members to work with you. Avoid including any negative people; this is not the time to discuss what can't be done.
- 2. Include the quiet doers,** the ones that say little but always deliver on what they have promised to do.
- 3. Make the plan short and simple.** It needs to be easy to read and include only those items that really are initiatives that you need both buy-in and assistance in achieving.
- 4. Do include a few pictures, charts and graphs,** if available. Pictures do speak and pictures of happy people (customers and co-workers) speak louder than words.
- 5. Make the plan look professional.** Every agency generally has a department that can assist with this effort. If you don't have access to this resource, make the extra effort to pay a few dollars to get one of your co-workers' children to do this. Some may have a class project that they would get credit for and you could get it free!
- 6. Be especially aware of those who always say "yes" when you ask for change but actually undermine the effort "behind the scenes."** We have seen far too many of these individuals in our work with fleets across the country. They must not be included in this planning effort and this is difficult to accomplish because they are always the first to volunteer.
- 7. Select the planning team;** do not ask for volunteers (see number 6).