

Fife and Tayside Wider Action Forum
Setting the baseline for evaluation
Workshop 23 August 2005
10.00am-12.30pm

Developing a strategy map for the Forum

The purpose of the workshop is to develop a customised, Forum-specific **strategy map** which will chart what the Forum needs to do in order to deliver its overall objectives. The strategy map will provide a clear and visible link between what the Forum does and what it is trying to achieve. The map will form the basis for developing measures (at a later stage) for evaluating the Forum's performance. Each box on the map is essentially a 'major success factor' and will be measured and evaluated. Therefore it is very important that the map is accurate, comprehensive and agreed by the Forum members. The workshop session will be highly interactive. It will clarify the process and explain how the map will be constructed and used and promote discussion to assist members in reaching agreement on the contents of the map.

The strategy map therefore firstly aims to capture what the Forum wants to achieve, and then what it needs to do to make this a reality. In practice, this involves mapping:

- the **impact** - the main objective – the difference that the Forum is trying to make
- the desired **outcomes** for the Forum
- the **strategy** that the Forum is working to
- the **activities** - (projects/services/initiatives) that the Forum must do to deliver the outcomes
- the **enablers** – the things which have to be correctly in place - to deliver the key activities (e.g. resources, good partner communication, training, IT systems etc)

When it has been developed further the map will also help to identify:

- responsibilities (who will take the lead on each activity)
- timescales (which elements of the map need to be achieved now and which later)
- which aspects of Forum performance should be measured.

The map will feature the Forum's current and planned activities. Crucially, however, the process of producing the map may also flag up additional or alternative activities that are central to Forum success. As such, it should provide a comprehensive framework for ensuring that the subsequent evaluation focuses on the key things.

The attached draft map has been compiled from Forum documentation and is presented as a starting-point for discussion, refinement and agreement in the workshop. It has been developed by working backwards from the 'impact' the Forum hopes to make, to the basic enablers which need to be in place. The workshop will provide the opportunity for members to discuss in detail each level of the map.

Fife & Tayside Wider Access Forum Strategy Map October 2005

