

Sample Format

Management By Objectives (MBO) Plan

Goal 1 -- To position the organization as a leader within the region

Objective 1 – To increase public awareness of the organization

Strategy 1: To increase media coverage

Tactic 1 -- Send regional news media outlets an "experts guide."

Brief Description: Develop a publication for the news media that lists the various areas of expertise of employees within the organization. The media will be encouraged to seek out our employees are experts on a wide variety of subjects.

Target publics: Regional news organizations

Timetable: July 2017

Cost: \$583 (1000 copies @ \$.25 as per Jones Printing; 1000 mailings @ \$.33 as per USPS)

Tactic 2 – Launch a series of advocacy print and cable TV ads

Brief Description -- Publish a series of ads that give the organization's position on a variety of issues of regional concern. Publishing in *The Daily Bugle* will reach a regional audience.

Timetable: Eight consecutive Sunday papers starting September 2017

Cost: \$15,000 (Four full pages ads @ \$1,250 each in *The Daily Bugle* and 50 local cable TV spots at \$100 each) *Note: This is an expansion budget recommendation.*

Strategy 2: To network with key constituencies

Tactic 1 -- Obtain memberships in Chambers of Commerce

Brief Description: By joining the chambers of commerce in key communities within our region, the organization will add its voice to the public debates occurring within those communities.

Timetable: July 2017

Target publics: Regional business leaders, regional opinion leaders, regional elected officials

Cost: \$7,500 (Annual memberships: Jonesville C of C, \$2,500; Smithville C of C, \$2,000; Blattsburg C of C, \$3,000)

Tactic 2 – Create an Employee Suggestion Program

Brief Description: Encourage employees to submit ideas for promoting cost-savings and/or enhancing revenues. Salary bonuses, vacation leave and other perks will be offered as incentives.

Timetable: July 2017

Target employees: Employees

Cost: \$10,000 for salary/leave compensation.

Objective 2 – To enhance our relationships with the organization’s key constituencies

Strategy 1: To network with key constituencies

Tactic 1 -- Obtain memberships in Chambers of Commerce

(See Goal 1, Objective 1, Strategy 2, Tactic 1)

Tactic 2 – Encourage management team to join civic/service clubs

(See Goal 1, Objective 1, Strategy 2, Tactic 2)

Strategy 2: To engage in aggressive outreach

Tactic 1 – Create a community relations board

Brief Description: Invite members of the community to serve as a forum to discuss issues involving the organization and the community. It’s an opportunity to identify and address emerging issues before they become a problem. It is also an opportunity to identify ways the organization can enhance its position within the community.

Timetable: July 2017

Target publics: Local elected officials, civic leaders and church leaders

Cost: None.

Tactic 2 – Launch a series of advocacy print and cable TV ads

(See Goal 1, Objective 1, Strategy 1, Tactic 2)

Goal 2 -- To position the organization as a socially responsible member of the community

Objective 1 - To engage in public/private partnerships consistent with our mission

Strategy 1: To demonstrate the organization’s commitment to education

Tactic 1 -- Sponsor college scholarships at regional high schools

(Repeat format as shown)