

Practical Innovation Toolbox

InternACTional 2021



SMART acronym

A SMART framework has been known since 1981 and is still widely used as a handy tool to make various business or personal goals achievable. Use this tool to make your goal clearer and reachable:

S	Specific	Make your goal clear and specific. The more narrow your goal is, the better you understand the tasks needed to achieve it.
M	Measurable	Define what achievement proves you are making progress. Having measurable goals helps you track progress and stay motivated. Dare to reevaluate when needed.
A	Attainable	Make sure to pursue a realistic goal. It has to be attainable during a specific timeframe.
R	Relevant	Your goal should matter to you personally and go well together with your core values. It should be relevant to your long-term future objectives.
T	Time-based	Set a realistic and yet challenging deadline to reach your goal. Knowing the end date will help you focus on the goal rather than getting stuck in everyday tasks.

Plan template for initiative's implementation

It is vital to have a clear plan to guide the process of social innovation.

Research	Write down the sources of information you should go through. Don't limit yourself to online research. Think about the people you should interview.
Goal	Think about what should shape your goal. Let it change a few times based on your research and deeper understanding of the problem.
List of actions	Create a list of actions that would allow you to achieve your goal. Make sure steps are specific but not too specific.
People	Identify any competencies needed to complete the actions in your list of actions. You will need to make sure you have people with these competencies in your team.
Finances	Identify what actions will need funding, how much, and where you could get the money. Search for grants, investors, programs, etc.
Milestones	Write down small specific targets to monitor your progress.
Risks	Identify the list of potential risks and write a short action plan to deal with each one.
Responsibilities	Identify who will be responsible for what.

Action planning tool

When making your action plan, make sure to have your goal indicated clearly on the top. Every action in your action plan has to contribute to the goal in some way.

Goal	Write your goal here			
List of actions	Deadline	Owner of the action	Budget	Contribution to the goal
Action1				
Action2				
Action3				
Action4				
...				

Stakeholder management tool

Identify the significance of stakeholders to your plan. Start by filling the table:

Stakeholder	Connection to the plan	Importance	Influence	Ways to communicate
Stakeholder1				
Stakeholder2				
Stakeholder3				
Stakeholder4				
...				

Continue by placing each stakeholder in the following table:

		Interest	
		Low	High
Influence	High	Influencers:	Key players:
	Low	Curious:	Fans:



Make sure you have a plan to manage each group of stakeholders:

Stakeholder group:	Ways to manage
Key players	<i>Ways to closely manage</i>
Influencers	<i>Ways to keep satisfied</i>
Curious	<i>Ways to monitor and give essential information</i>
Fans	<i>Ways to keep informed</i>

Team self-assessment tool

It is significant for a smooth implementation of any plan to have a well-functioning team. To identify the strengths and weaknesses of your team, you can use the following tool.

Each member of the team should individually write down five key areas of team collaboration:

- Interactions and relationships
- Personal responsibility
- Individual alignment to the collective goal
- Decision-making
- Productivity of a team

Take about 15 minutes to write down your thoughts, concerns, and ways you would like to improve each of these areas on the Post-it (or sticky) notes. On a big sheet of paper or a board, draw a table containing all five areas:

Interactions and relationships	Personal responsibility	Individual alignment to the collective goal	Decision-making	Productivity of a team

Let each team member post their thoughts in corresponding parts of a table. Read through the completed table and discuss the results.



Communication plan

Both internal and external communication should have a plan for at least a month ahead. Keep in mind the audience you communicate to and adjust your language accordingly, for example, stay playful and inclusive in social media, but brief and particular in an email to board members or stakeholders. Make it a habit to have minutes (agenda, decisions, future engagement) after each meeting to quickly recap the most important information.

Use an example template below to create your own internal and external communication plans:

Communication	Format	Frequency	Audience	Responsible
<i>Description of the communication</i>	<i>Method of communication</i>	<i>How often should it happen</i>	<i>Who should it reach</i>	<i>The person responsible for arranging it</i>
Team meeting	Online meeting	Daily at 10 am	Team of the project	Project manager
Newsletter	Newsletter platform	Monthly	Subscribers	Communication specialist
Social media	Post	Every second day	Each follower on social media	Communication specialist's assistant
Board meeting	Face to face meeting	Quarterly	Board members	Project manager's assistant
...				



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