

SPLASH Plan

Do you have a time-sensitive project you need to tackle? Has an opportunity emerged that needs to be moved on quickly? Facing a challenge, but limited in capacity?

A **SPLASH** (Strategic Process Leveraging Action for Short-term Health) **Plan** is a brief dip into one strategic area of an organization. It looks at **one** project, **one** goal or **one** strategy without making waves that disrupt other areas. It is shorter-term, typically impacting the organization in the coming 12-18 months, as opposed to a broader, multi-year strategic plan.



Elements of a SPLASH Plan include:

- 🔗 Elevation of no more than 4 top priorities from the current plan(s) or project at hand
- 🔗 Involvement of key and focused stakeholders.
- 🔗 Compressed timeline for development – typically less than six weeks

Activities during SPLASH planning range from stakeholder interviews to data analysis to a communications audit. The expert team at KEES will craft a plan that ensures appropriate inputs are included to best inform deliverables.

Deliverables of a SPLASH Plan vary, as they are tailored to the specific goals of each client.

Examples could include:

- 🔗 Strategic recommendations for a leveraging a milestone anniversary
- 🔗 Maximizing impact for a challenge or matching grant opportunity
- 🔗 Onboarding and stakeholder communications plan for incoming senior leadership
- 🔗 Transition plan for unexpected leadership changes
- 🔗 Fundraising strategy for a special initiative
- 🔗 Evaluation and assessment of an annual or signature event

Let KEES help you reach your goals. A **SPLASH Plan** provides insight and equips you for success.