

Define Strategic Initiatives
by
Aligning
Strategic Outcomes
with
Associated Benefits
and Outputs

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Overview

- **Definitions**
- **Hierarchy of Strategic Initiatives**
- **Outcome Profile™**
- **Example - Public Sector Governance Initiative**
- **Summary**

Definitions



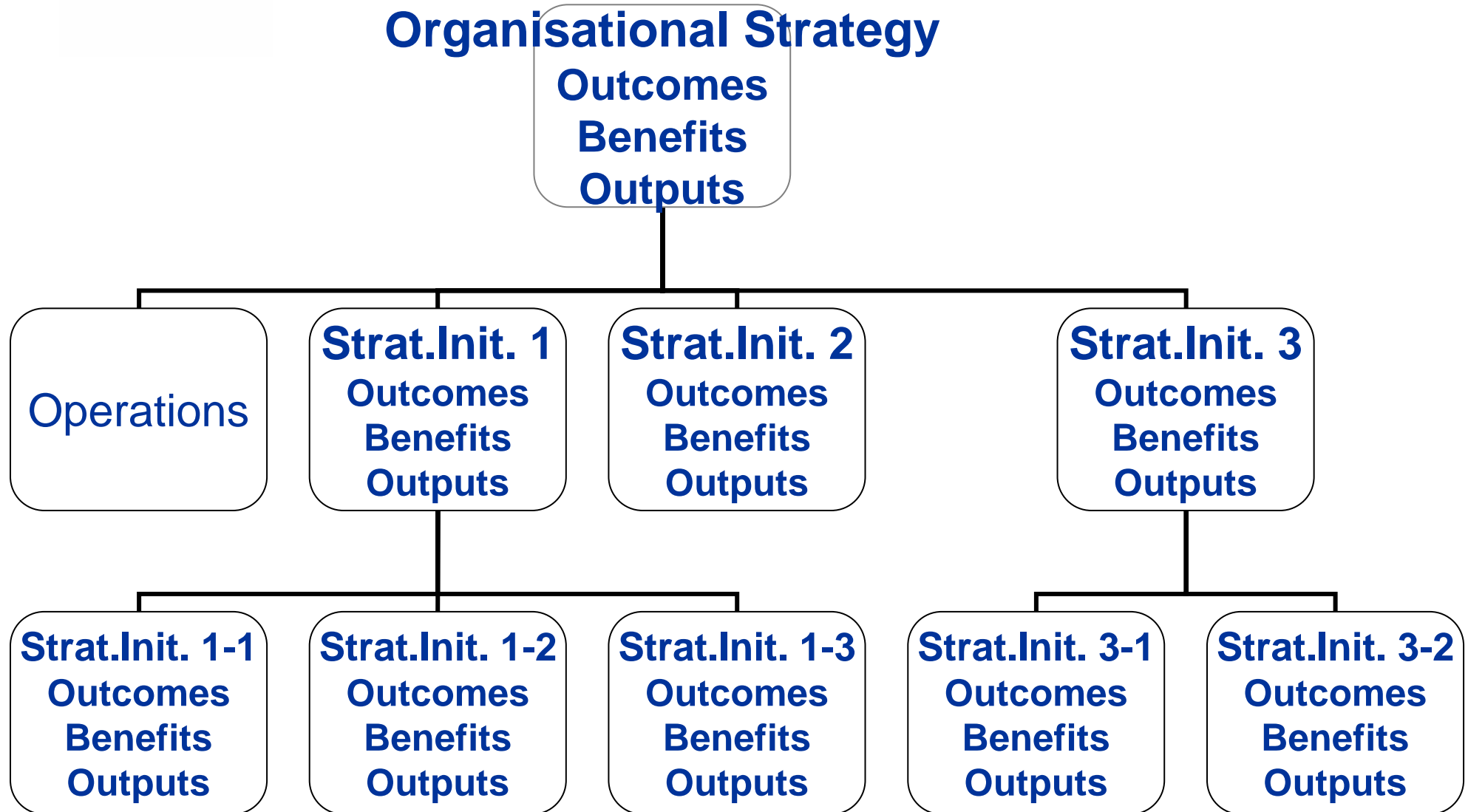
- **Strategic Initiative**
 - Program of Work (multiple projects)
 - Project
- **Outcome**
 - A result or consequence
i.e. a change of significance
- **Benefits**
 - The advantages provided by an outcome;
the underlying reason/s for pursuing the
outcome
- **Output**
 - Product, service

Hierarchy of Strategic Initiatives



Hierarchy of Strategic Initiatives

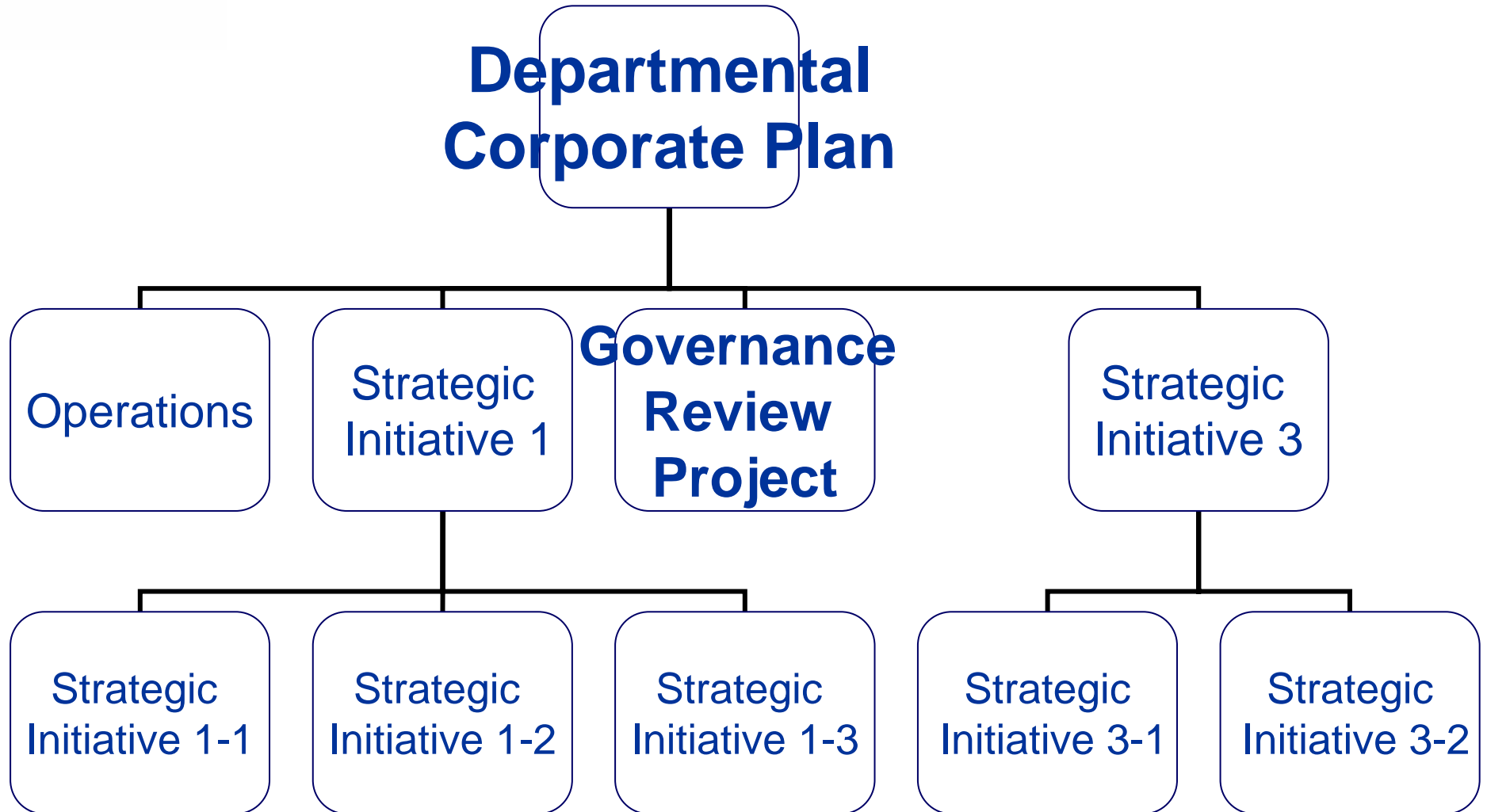
Organisational Strategy



Outcome Profile

- **Description**
- **Realisation Timeframe**
- **Owner**
- **Benefits**
- **Outputs**
- **Success Criteria**
- **Dependencies**
- **Risk Assessment**

Example - Public Sector Governance Initiative



Public Sector Governance Initiative

Departmental Corporate Plan

Governance Review Project

Outcome Profiles

Outcome 1
**Staff Aligned
With Good
Governance**

Realisation Timeframe
Owner
Benefits
Outputs
Success Criteria
Dependencies
Risk Assessment

Outcome 2
**Current
Governance
Benchmarked
With Best
Practices**

Realisation Timeframe
Owner
Benefits
Outputs
Success Criteria
Dependencies
Risk Assessment

Outcome 3
**Options For
Improving
Current
Governance**

Realisation Timeframe
Owner
Benefits
Outputs
Success Criteria
Dependencies
Risk Assessment

Outcome 4
**Governance
Improvements
Integrated
With Other
Initiatives**

Realisation Timeframe
Owner
Benefits
Outputs
Success Criteria
Dependencies
Risk Assessment

Outcome Profile

- **Description**
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Governance Review Project Outcome Profile 1

Description

- Management and staff are aligned with good governance

Realisation Timeframe

- Stage 1 – “Commencement Stage” - During the project
- Stage 2 – “Formalisation Stage” - After the project

Owner

- Project Sponsor

Benefits

- Broad ownership of good governance
- Improved adoption of sustainable good governance
- Promote a culture of good governance
- Improved cross-office team work and communication
- Enhanced organisational capacity
- Project and stakeholder initiated governance related discussions

Governance Review Project Outcome Profile 1

Outputs - Stage 1 – during the project

- "Key Messages"
- Project Communications Approach
- Communications Templates
- Senior Management Briefing
- Project Stakeholder Engagement Approach
- The Way Forward Report - Communications Strategy

Success Criteria

- Stage 1 – During the project
 - Measuring understanding and awareness
e.g. workshop feedback forms, surveys
- Stage 2 – Post-project
 - Continued measurement of understanding and awareness
 - Management feedback about their perception of the integration of good governance

Governance Review Project

Outcome Profile 1

Dependencies

- Key stakeholder briefing session
- Departmental organisational chart
- Departmental reference/background material.
- Way forward report format
- Good governance "value proposition".
- Advice/guidance from reference group
- Departmental branding and communications standards
- Departmental communications group timely approvals
- Understanding departmental communications processes
- Ongoing reference group involvement

Risk Assessment Summary

- 14 risks identified, with nil (0) high risks, two (2) medium risks and twelve (12) low risks

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Organisational Strategy

