The video mentions the following factors to be considered when developing goals and strategies.

The Factors

1 Participants take strategic issues identified in the previous phase and formulate a goal statement related to those issues.

2. they then identify broad strategies for addressing issues and achieving goals related to the community’s vision.

This provides a connection between the current reality, what the public health system and the communities health looks like now and the vision, what the community and public health will look like in the future.

The Steps

1. Develop Goals Related to the Vision and Strategic Issues. By identifying the strategic issues linked to the vision, participants develop goals that will be achieved when the issues are resolved, while “Vision” address what the community wants to achieve in an idealistic manner, however, “Goals” capture this in more concrete terms. This is best accomplished by a small group that later delivers its findings.

2. Generate Strategy Alternatives. Several strategies should be identified for each strategic issue. Different avenues for reaching the same goal they should include strategy alternatives should build on strength and opportunity and counter the threats reflected in the strategic issue. Small group brainstorming sessions are a good way to conduct this step.

3. Consider Barriers to Implementation. Barriers may take the form of insufficient resources, lack of community support, legal or policy impediments, or technological barriers. Barriers will no necessary eliminate strategy alternatives.

4. Consider Implementation Details. Details that related to implementing each strategy alternative. Participants should explore issues such as needed activity, timeline, participation, and resources. This helps to identify and refine the best strategies.

5. Select and Adopt Strategies. The best strategies become clear; participants should examine the alternative to understand the relationships with one another. Understanding the relationships among strategies offers a comprehensive picture of the larger strategy that the community will implement to achieve the vision. Participants then test the strategy alternatives against agreed upon selection criteria. Once the alternative is selected, they should be adopted.

6. Draft the planning report. A good report serves as a reference, tests the consensus about the agreement, and communicates vision, goals, and strategy to partners and the broader community. The plan should now be disseminated and shared throughout the community.

This video outlines the MAPP process, which stands for Mobilizing for Action through Planning and Partnerships (MAPP) and is a strategic approach used in the healthcare field. As a manager, I would introduce a new strategic process, such as MAPP, to my team in the following manner.

I would think that the best way to introduce MAPP is by using the Process itself in introducing it.

1. Develop Goals (Introduce MAPP and get the employees to follow the Process).

2. Generate Strategic Alternatives (Video education, offsite seminars, Mentoring, and Training).

3. Consider Barriers to Implementation. (Video is easily forgotten and has a time and cost factor, People may miss the offsite seminar date)

4. Consider Implementation Details. (Video takes too much time unless production is already done, but maybe a good follow-up alternative, Must rent and schedule seminar time and place, Mentors Must be already Trained).

5. Select and Adopt Strategies. A Hybrid Strategy is selected. Two phases, Phase one is Seminars for Mentors, including a video review. Phase two. Employees attend an abbreviated seminar on site, are assigned Mentors and finish video training.

6. Draft the planning report. Since this is a Mock item, this step is left out.