

# NACCHO

National Association of County & City Health Officials

## KNOWLEDGE MANAGEMENT STRATEGY PLAN TEMPLATE

The Knowledge Management Strategy Plan Template is intended to provide users tools to brainstorm an effective plan for implementing knowledge management (KM) strategies. The template has two activities "Start, Stop, Continue" and "30-60-90 Plan." Local Health Department leaders can incorporate these activities into planning sessions, huddle meetings, team-building exercises, etc.

# 1

## Activity One

### *Start, Stop, Continue*

#### OVERVIEW

The "Start, Stop, Continue" activity helps team members determine which knowledge management strategies they can initiate (start), discontinue (stop), or progress (continue).

#### HOW IT WORKS

##### **Prior to the session:**

1. To complete the activity virtually, prepare a presentation slide with the "Start...", "Stop...", and "Continue..." template.
2. To complete the activity in person, prepare three whiteboards/flip charts labeled "Start...", "Stop...", and "Continue..." and place them in different corners of the room. Have sticky notes and markers available.

##### **During the session:**

##### Virtual Instructions

1. To complete the activity virtually, screenshare the template. Identify a scribe to capture input from participants. The scribe will annotate on the template:
  - One thing they can **start**
  - One thing they can **stop**
  - One thing they can **continue**
2. Ask volunteers to look across each domain and flag any items they think pose more challenges for implementation and then brainstorm how to overcome those challenges.

##### In-Person Instructions

1. To complete the activity in person, instruct participants to write on sticky notes, walk around the room, and place those notes on their respective boards.

##### **If the group is larger than 8 people:**

- Break people into three smaller groups.
- Have each group work on a specific segment of the activity (start, stop, or continue).
- Then ask each group to rotate every 10 minutes to each board with stickers or colored dots to flag the ideas they really like until they arrive back to their assigned segment.

##### **If the group is small:**

- Have each person complete the activity individually. Instruct each person to write on sticky notes and place activities to start, stop, or continue on the respective boards.
  - Then ask each person to take 15 minutes to walk around with stickers or colored dots to flag their favorite ideas from others.
2. Once everyone has had a chance to circle, discuss together which activities to prioritize and brainstorm any implementation challenges.

**One thing you or the team could...**

**START**

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Example- Start using sub-folders in electronic file management system.

**STOP**

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Example- Stop retaining outdated electronic files in the same folder with current files.

**CONTINUE**

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Example- Continue to use simple descriptive file names in electronic file management system.

# 2

## Activity Two

### 30-60-90 Plan

#### OVERVIEW

The 30-60-90 activity will assist team members in identifying and implementing knowledge management strategies that staff can accomplish within defined times for an initiative. By using this tool, team members can establish a timeline for completing actions and identify who will be responsible for moving that action item forward.

#### HOW IT WORKS

##### Prior to the session:

1. To complete the activity virtually, prepare presentation slides using the 30-60-90 Plan template.
2. To complete the activity in person, prepare a poster, flip chart, or whiteboard with 30-60-90-day columns and rows for different categories. Have sticky notes and markers available.
3. Use the inputs from the Start, Stop, Continue activity to create a preliminary timeline to complete the activities the team agreed to prioritize. Consider moving sticky notes from the first activity flip chart to the new flip chart or copy/pasting bullets from Activity One to the new template.

##### During the session:

###### Virtual Instructions

1. To complete the activity virtually, screenshare the template. Instruct participants to note 2-3 critical actions outlining WHAT they could do and WHO owns each action:
  - Now (in the next **30 days**).
  - In the near term (the next **60 days**); and
  - To get this thing really rolling (the next **90 days**).Consider how challenges to implementation may affect your timeline.
2. Once the group has finished sharing actions and owners, summarize across the 30-60-90-day plan for the group.
3. OPTIONAL: Ask each person to share one thing to which they commit, saying "*I commit to X by the end of 30 days-60 days-90 days.*"

###### In-Person Instructions

1. To complete the activity in person, as a large group instruct participants to write on sticky notes and place those notes on their respective columns and rows on the board. Consider how challenges to implementation may affect your timeline.
2. Once the group has finished sharing actions and owners, summarize across the 30-60-90-day plan for the group.
3. OPTIONAL: Ask each person to share one thing to which they commit, saying "*I commit to X by the end of 30 days-60 days-90 days.*"

**What KM initiatives could you or your team plan to implement in ...**

	30 DAYS	60 DAYS	90 DAYS
	<p><b>Action:</b> Conduct a survey to identify areas of expertise across team members</p> <p><b>Owner:</b> Jane Doe, Human Resource (HR) specialist</p>	<p><b>Action:</b> Pair junior staff with senior staff for mentorship program</p> <p><b>Owner:</b> John Doe, Lead Epidemiologist</p>	<p><b>Action:</b> Organize a workshop to encourage knowledge sharing between departments</p> <p><b>Owner:</b> Lois Lane, Administrator</p>
	<p><b>Action:</b></p> <p><b>Owner:</b></p>	<p><b>Action:</b></p> <p><b>Owner:</b></p>	<p><b>Action:</b></p> <p><b>Owner:</b></p>
<b>Initiative:</b>	<p><b>Action:</b></p> <p><b>Owner:</b></p>	<p><b>Action:</b></p> <p><b>Owner:</b></p>	<p><b>Action:</b></p> <p><b>Owner:</b></p>