Exercise 8

ACTION PLANNING

In a nutshell:
The purpose of this exercise is to get participants to commit to specific, concrete actions in a coordinated way in order to test out new ways of working in the market system.

Estimated time:
60 – 120 minutes

When to use this exercise:
This exercise is suitable to help market actors build on Milestone 3 and reach Milestone 4 in the participatory journey.

Prerequisites:
Participants need to have prioritised some issues in the market system to focus on. Exercises ‘Identify working groups,’ ‘Create a shared vision’ and ‘The interview’ are appropriate precursors to this exercise.

Objectives:
Some participants commit themselves to taking specific, concrete actions within a defined timeframe to test out new ways of working in the market system. This typically happens in coordination with other participants also making commitments.

How it works:

- Specific actions should always be discussed in an informal manner before anything is written down.
- Participants should identify, discuss and volunteer to take specific actions in an informal discussion first before commitments are put into the action plan.
- When participants discuss specific actions, the facilitators assist in making the actions ‘SMART’ by putting them down on a flipchart using an action planning template. An example is shown in Table 3.
- ‘SMART’ refers to actions that are specific, measurable, achievable, relevant, and time-bound.

https://practicalaction.org/pmsd-toolkit/tools/
Action planning template:

- Market Actor
- What will you do?
- Who will you do it with? (Other market actors involved)
- When will you do it by?
- How will you judge the effect of this action?

<table>
<thead>
<tr>
<th>Market actor</th>
<th>What will you do?</th>
<th>Who will you do it with? (Other market actors involved)</th>
<th>When will you do it by?</th>
<th>How will you judge the effect of this action?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>See the next exercise for further ideas on helping market actors do this?</td>
</tr>
</tbody>
</table>

(See exercise 9 'Identify your own indicators of change' for further ideas on helping market actors do this)

Supporting resources for the facilitator:

You will find much more about facilitating participatory action planning in the Practical Action PMSD Participatory Market Mapping Guidance.