

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.

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?

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?
				See the next exercise for further ideas on helping market actors do this?

(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**.