

Sample Format

Management By Objectives (MBO) Plan

Goal 1 -- To position the organization as a leader within the region

Objective 1 -- To increase media coverage

Tactic 1 -- Send regional news media outlets an "experts guide."

Brief Description: Develop a publication for the news media that lists the various areas of expertise of employees within the organization. The media will be encouraged to seek out our employees are experts on a wide variety of subjects.

Targeted audiences: Reporters and editors

Timetable: July 2010

Cost: \$583 (1000 copies @ \$.25 as per Jones Printing; 1000 mailings @ \$.33 as per USPS)

Tactic 2 -- Publish a series of advocacy print ads

Brief Description -- Publish a series of ads that give the organization's position on a variety of issues of regional concern. Publishing in *The Daily Bugle* will reach a regional audience.

Targeted audiences: Regional newspaper readers

Timetable: Eight consecutive Sunday papers starting September 8, 2002

Cost: \$10,000 (Four full pages ads @ \$1,250 each in *The Daily Bugle*) *Note: This is an expansion budget recommendation.*

Objective 2 -- To engage in aggressive outreach with key constituencies

Tactic 1 -- Send regional news media outlets an "experts guide."

See Goal 1, Objective 1, Tactic 1

Tactic 2 -- Obtain memberships in Chambers of Commerce

Brief Description: By joining the chambers of commerce in key communities within our region, the organization will add its voice to the public debates occurring within those communities.

Targeted audience: Business leaders

Timetable: July 2010

Cost: \$7,500 (Annual memberships: Jonesville C of C, \$2,500; Smithville C of C, \$2,000; Blattsburg C of C, \$3,000)

Tactic 3 -- Sponsor college scholarships at regional high schools

Brief Description: By sponsoring a \$500 scholarship at each of the region's 10 high schools, the organization will be seen supporting local education. It will also provide a publicity platform within each community.

Targeted audiences: High school principals and guidance counselors

Timetable: May 2011

Cost: \$5,000 (\$500 X 10 high schools) *Note: This is an expansion budget recommendation.*

Goal 2 -- To improve employee morale

Objective 1 -- Increase employee recognition opportunities

Tactic 1 -- Publish a weekly online employee newsletter.

(Repeat format as shown)