

The 5Ws & 1H Tool

Why - Start by clarifying the needs and the links to your focus.

What - List possible goals of the Action Plan, then narrow the alternatives to the ones you intend to pursue. Try to make these SMARTT¹ outcomes.

How - Decide how (what activities, actions, methods, tools and technologies) you will implement actions/activities to achieve the target outcomes.

Who – Specify the roles, responsibilities and resources needed to achieve the desired results, and who will fill these roles.

Where - Determine the location of key activities and actions.

When - Set realistic timing and timelines for each step/stage of the plan to achieve the target outcomes.

¹ **SMARTT** = Specific. Measurable. Achievable. Realistic. Targeted. Time-framed

