

The Place Brand Academy

This worksheet allows you to make your own notes next to key learnings from the MasterClass.

MASTERCLASS 10: Creating a Strategic Action Plan

KEY CONCEPTS	NOTES
Action Planning Fundamentals	
Resources, Timelines and Requirements	
Stakeholder Engagement	
Pain Points and Trouble Shooting	

DISCUSSION:

What elements are might be missing from this Action Plan? What resources would you require to complete this Action Plan in a timely manner?

ACTION PLAN:

Using the Templates provided and the work you've completed throughout the Course, design an Action Plan and Briefing Note outlining your Place Brand Implementation Strategy.

