

What things should be taken into consideration in the creation of a roadmap for a strategic plan? What are examples of external and internal change agents? What role do change agents play in the execution of a road map for a strategic plan?

Things that need to be taken into consideration in the creation of a roadmap for a strategic plan are vision, values, and objectives as well as critical assets, skills, technologies, and competencies. The roadmap shows different routes that can be taken, where there are choices and where there are not. It helps to understand where there are roadblocks ahead or construction needed in order for the organization to achieve their destination. Roadmaps are mechanisms enabling organizations to visualize their critical assets, the relationship between these, the skills, technologies, and competencies required to meet future demands. It is a means to connect vision, values, and objectives with strategic actions that are required to achieve those objectives. A roadmap is a dynamic and responsive plan.

Internal and external change agents are responsible for managing planned change activities. These can be manager, non managers, employees, or outside consultants. External change agents are outside consultants who are temporarily employed in the organization to remain engaged only for the duration of the change process. Internal change agents are individuals working for the organization who know something about its problems and has experience improving situations in the same organization. They are assigned a responsibility of intervening in a system and are from a different department or division of their organization.

## Response 2

Some things to take into consideration when planning a roadmap for a strategic plan are the vision and mission statements, the goals and objectives, and where your organization wants to be in the market place. Also taking into consideration the impact your organization will have on the world it thrives in.

Some examples of the possible internal and external change agents are

### External-

*Social Trends-* The toy industry is probably the most effected by trends. Market research is vital when considering trends and making sure your company is a leader and not coming in later in the game.

*Legal Constraints -* Legal constraints can take many forms, usually the most common form is making sure the company is ethical and not violating any human rights is at the forefront of a companies goals.

*Marketplace-* The marketplace is competitive, it also goes hand in hand with social trends. Again you want your company to be an innovator not a follower.

### Internal-

*Staff -* Having a high moral with in a company is vital to success. When the staff is happy they working harder and there is less turn over, which imposing a high cost.

*Assets -* Assets, especially for a start up, can be hard to come by. Having a good team of

shareholders will help with the difficult of securing a loan to acquire the proper assets.

*Finance - Assets and Fiance go hand in hand. When the fianancing has been achieved and there is a profit, assets will naturally arise.*