

④

PUT INFO ON WEB (TRAIL MAP)

- NEED PLAN FOR REALIZING COM PLAN

↳ WHO DOES WHAT, WHEN

↳ BENCHMARKS - HOW DO WE MEASURE SUCCESS

↳ ACCOUNTABILITY → NEED TO ACCOUNT FOR THINGS THAT SHOULD BE DONE

"REPORT CARD"
TO SHOW WHAT
HAS BEEN DONE

↳ ASSIGN SPECIFIC TASKS TO
PEOPLE