

# PHASE → PURPOSE | How | Action Plan | Support | Examine

A Roadmap to Implementation



## The Importance of PURPOSE

Clarity around the reasons for a change in policy or practice is foundational for successful implementation. This clarity helps to illustrate how current practices may need to be adjusted and to identify anticipated outcomes of the change. Documenting a clear purpose also helps to establish a shared understanding and mobilize support with court professionals, community members, and partners.

## Elements of PURPOSE

A clear purpose statement should include the following components:

### 1. What issue is the policy or practice change addressing?

Sometimes changes are required by external forces, and other times we decide changes are necessary to address a problem or move closer to best practices. Describing in the purpose statement the issue the change aims to resolve promotes a shared understanding of the need for the change and helps to identify specific factors, practices, and processes that need to be modified to address the issue.

### 2. What are the anticipated outcomes of the policy or practice change?

Visualize how the current process and performance will be different because of the change, and ask others to describe the changes they expect to see from their perspective and interests. Including these anticipated outcomes in the purpose statement provides a clear window to the future and can help motivate others and generate support.



## Considerations for Courts

- ▶ Develop an elevator pitch that includes the purpose of the change and the anticipated outcomes. The elevator pitch should be concise and use plain language so it can be widely understood.
- ▶ Providing opportunities for those impacted by the change to contribute to developing the purpose statement can enhance their sense of commitment and responsibility toward implementation.
- ▶ Those responsible for communicating the purpose of the change effort must believe in it. Engage in open discussion with those responsible for messaging the change to others so they can ask questions and share concerns. Incorporate their feedback when possible to demonstrate responsiveness.

## Connecting the Dots

The components of the PHASE framework are interrelated and interdependent. While each component can be focused on in isolation, decisions and efforts in one area affect and inform the others. **Purpose describes where you want to be when the change has been fully implemented.**

- ▶ **How:** Purpose helps you to identify the partners who need to be involved and clearly message the goals to partners.
- ▶ **Action Plan:** A clear purpose helps to keep the tasks in the action plan focused.
- ▶ **Support:** Tying new skills and expectations to a shared purpose and anticipated outcomes is beneficial during training and coaching.
- ▶ **Examine:** A clear purpose sets the stage for identifying meaningful performance measures.

For more information or for assistance applying these principles to implement a new policy, practice, or program in your court, visit [www.ncsc.org/phase](http://www.ncsc.org/phase).