

Key Progress Planning – Actions

Key progress planning is determining what you need to do, by when, to achieve your objectives and being clear about how this will contribute to your success. (This is easier if you have determined your vision, purpose, objectives and strategies first.)

The implementation of each key progress plan should be meaningful enough to significantly contribute to the success of your business.

How to Determine Key Progress Plans

One of the best ways to determine whether an action plan will contribute to the success of your business is to ensure it is directly derived from your objectives and strategies. Each action plan should identify the task, deadline and responsibility.

How to Successfully Implement Key Progress Plans

- Brainstorm actions that will contribute sizeably to the development of your business
- Identify your top five actions (or a single key one may be sufficient)
- Check that each action contributes to an objective
- Determine the return/positive effect implementing the action will have
- Decide how you will measure the result
- Estimate the cost, and the impact on your cash flow
- Set a realistic but challenging deadline
- State who is responsible (even if it is you)
- Establish your next steps
- Complete your actions on time, to budget, to the highest standard possible
- Monitor and measure the results
- Take corrective action to stay on track

Example

Action: Communicate latest campaign to database via direct mail & telemarketing

Objective – increase sales from £X to £Y by Dec

Positive Impact – gain appointments, win sales

Measurement – number of appointments, value of sales won

Budget - £... for direct mail, £... for telemarketing

Cash flow – £... expenditure in April, May, June

Deadline – Database to be contacted by end of June

Responsibility - Business Owner

Next steps:

Prepare database

Produce direct mail

Organise telemarketing

Summary: Complete campaign via direct mail / telemarketing by 30th June