

## Grow Your Business Action Plan

This worksheet contains advice & tools to help you:

### **Summarise your vision**

*Where you want to be with your business in 2-3 years' time.*

### **Scope out your plan for achieving your vision**

*The changes you will make and targets you will set yourself against those changes.*

### **Nail down a schedule of action**

*What you will do and when.*

## **1. Long term vision**

- 1.1 Summarise your long term vision here, referring to your Vision, Enablers & Challenges document to help you.

## 2. Medium term plan

2.1 Over the next six months, which area of your work portfolio would you like to change as a priority?

2.2 What are your criteria for selecting that one?

2.3 What other criteria could you use?

2.4 Does that change your decision?

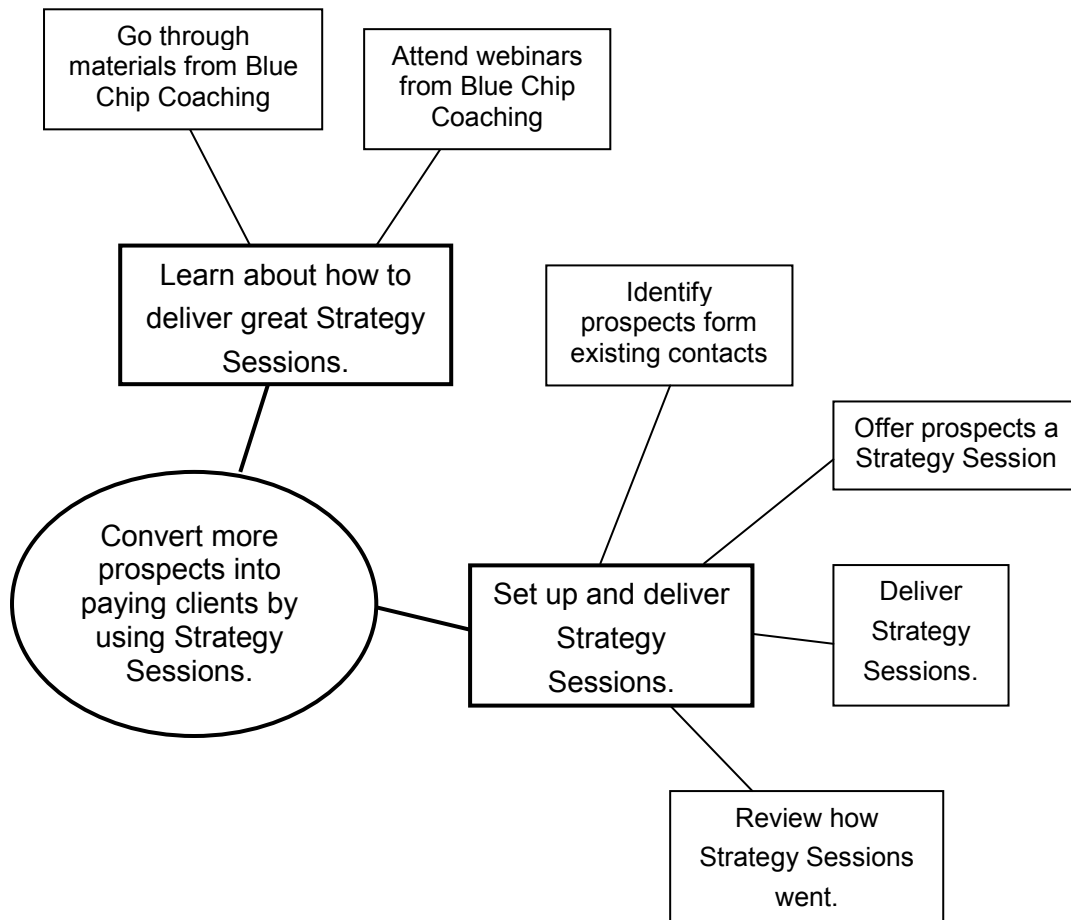
2.5 Where would you like to get to in six months? *Set some targets.*

2.6 How will you know you are making progress? *Identify some measures.*

2.7 How will you know you have achieved your target?

### 3. Short term plan

3.1 Use a mind-map to identify the activities involved in achieving the change you want to make. Then identify the individual tasks you need to complete under each activity. For example:



Go into as much detail as feels helpful. Don't worry about being too organised at this stage – you are brainstorming not planning.

3.2 When you have identified all activities and tasks, you can think about when you will complete each task – now you’re planning. Use a spreadsheet or piece of lined paper to list all the tasks down the left and dates along the top. Then put a cross against each task under the date you will complete it by. For example:

		Date	06/09/13	13/09/13	20/09/13	27/09/13	04/10/13	11/10/13	18/10/13	25/10/13
<b>Tasks</b>	Go through Strategy Session materials	X								
	Attend webinars on Strategy Sessions	X								
	Identify prospects from existing contacts		X							
	Offer prospects a Strategy Session			X						
	Deliver Strategy Sessions					X	X	X		
	Review how Strategy Sessions went									X

Once you have completed your short term plan, look it over and ask yourself:

*Will I achieve the change I want by following this plan?*

*Is anything missing?*

*Are the scheduled dates realistic?*

When you are happy, print out a copy and stick on the wall near your work area.

3.3 Now implement your plan! Try and stick to the schedule you have decided upon. Don’t be tempted to skip steps or put them back a week. Growing Your Business is about having the discipline and drive to achieve the targets you set yourself.

- 3.4 Finally, when you have successfully implemented your short-term plan or while you are implementing it, look back at your 'Vision, Enablers & Challenges' document. Return to the start of this 'Action Plan' document and identify the area of your work portfolio you want to tackle next.

Repeat this process as many times as is necessary. Always, remembering that as you make progress with Growing Your Business, things change and you may want to revisit your 'Shaping Up' and 'Vision, Enablers & Challenges' to tweak them, or even change them wholesale.

It's all about being clear on your vision for your business, identifying what you will do to get there, and then doing it.

Enjoy Growing Your Business!