
THE
WORLD
CLASS
BUSINESS OWNER
COURSE

**YOUR BUSINESS IMPROVEMENT
ACTION PLAN**

All of the improvements you are committing to here are specifically designed to increase customer satisfaction, customer return and recommend rates and the competitiveness of your business.

Have your Strategic Planning Guide handy as you compile your final Business Improvement Plan

Introduction:

During the Strategic Planning Process you analyzed a lot of data and relationships between various factors – and you developed a long list of potential actions – which you profiled and prioritized as part of the planning process.

While it would be great to implement all of these actions at once, that would likely require significant energy, time and expense. By scoring the actions you have identified you have already, in effect, created a prioritization of these actions.

In our experience it is very difficult for Business Owners to implement more than three strategic actions/changes/improvements at any one time. You are simply too busy. The logical approach then is to identify which actions you will commit to in terms of:

SHORT TERM: No more than two easy to implement actions you can take immediately and put in place over the next week.

MEDIUM TERM: No more than two actions you can fully implement successfully over the next month. (subsequent actions can be added each month – in terms of the priority you have already established).

LONGER TERM: These should be more significant complex actions that require detailed attention and focus, more significant expense or big organizational changes.

You are of course, free to accelerate your implementation at whatever pace you and your business can handle. Caution is advised here simply to help ensure that you give each action the time and attention for smooth and complete execution so you can make the changes yours – and you won't have to revisit the action topic at a later date.

Use the Implementation Hypothesis model below to prepare a detailed implementation plan for *each of the actions* you have decided upon -

ACTION DESCRIPTION:

This action is

- Short Term (Immediate/This week)
- Medium Term (1 month)
- Long Term (3-6 months)

WHAT specific action we will take?:

HYPOTHESIS: We believe that if we do _____

The we will get the specific results of _____

Date this action will be initiated: _____

WHO will be involved/responsible for implementation (list all persons and their responsibilities)? WHO will be lead project sponsor/have ultimate responsibility?

HOW will progress be measured? (How will you know you have accomplished it)

WHEN will you check progress/get a report?

WHAT adjustments or changes should you be prepared to test/try if your results aren't exactly as expected?

HOW will you systematize processes, procedures, policies if/when your action results are successfully accomplished?