

# One page action plan

## One page action plan for (insert name and date here)

A one page plan is a simple tool where you can set goals for your business and note down actions you will need to take in your business to achieve these goals. The plan is simple to use. Once you have completed it, post it up somewhere where you and your staff can see it regularly (the fridge in the kitchen or on the notice board). The goals and actions should be front of mind for everyone involved in the business.

Fill in your business details and then remove all the blue instructional text and examples.

## Big picture plan

The profitability of the business will double as we improve our customer service culture and increase staffing to service the increase in business.

Timeline	Description
Where our business is now	Annual profit of \$ 150,000, 4 staff and minimum vacancies filled
Where our business will be in six months' time	All staff trained in customer service and profitability improving
Where our business will be in 12 months' time	Annual profit of \$ 300,000, 6 staff, no vacancies, customer service culture
Where our business will be in three years' time	In top 20% of market share for our industry

## How we will get there

Strategy	Action plan (how)	Timing – Completion Date	Person responsible
Training	Customer Service training for all staff	June 2019	Sales Manager

## One page action plan

Recruitment plan	Identify skill set required for additional staff and commission recruitment agency to assist with employment	March 2019	Sales Manager
Improve customer services	Update website and keep current	Initially September 2019 and then ongoing	IT Manager
Increase sales	Meet with top 20% customers and identify ways to increase sales per customer	November 2019	Customer Sales Manager
	Produce product and services brochure	February 2019	Marketing Manager
Improve cash flow to reduce costs	Introduce easy payment plan for customers	October 2019	Finance Manager
Increase customer base	Identify regional selling events and book where relevant	March 2019	Sales Manager
	Review competitor offer and target weakness in their offer	July 2019	Sales Manager