



# Action Plan

Example framework

*Draft for Discussion*

# Overview

“The journey of 1000 miles begins with a single step” *(Lau Tzu, Chinese Philosopher)*



**Issue:** What distinguishes those that succeed from those that don't is the ability to take action- and having a clear step by step plan to achieving their targets



**Concept:** Business plans are not new- everybody has a to-do list! But how well aligned are these tasks to achieving your business goals? Using a **cascade planning** approach, strategic objectives can be broken down into basic tasks to create clear day-to-day, week-to-week, month-to-month action plans which can be monitored for progress, and reprioritised to maximise productivity



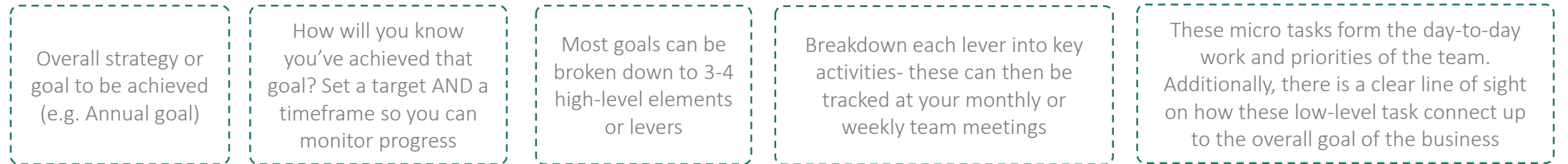
**Benefits:**

- **Improves alignment and productivity** as without a clear understanding of what needs to be achieved, staff and teams can set priorities that may not be related to the overall business strategy
- It **motivates action** as too often plans are vague or revolve around numbers on a spreadsheet with no clear path to making them a reality
- **Increased engagement:** When staff can clearly see how their efforts relate to the growth of the business, they develop a greater sense of ownership and become far more likely to invest more effort



# Example framework

Cascade planning a method for ensuring that strategic goals drive progress and action across all elements of the business



Goal	Target/KPI	Lever	Activity	Task
Grow profits	Achieve \$5m net profit by Dec 2020	Reduce costs and improve operations	Improve purchasing	Rationalise demand and number of different products purchased
				Consolidate spend across suppliers and regions
				Re-engage the market through sourcing/tender activities and supplier negotiation
		Tech and automation	...	
		Streamline processes	...	
		Improve sales	...	
Develop a new product	...			



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