

# The Easy-Peasy Action Plan



**Your Company / Your Name, Year**

**Dates**

**Resources  
Required**

## Vision

This is your area for your vision of where you or your business is heading. This is the thing that will keep you on track when things are not going well – it's almost your mantra.

## Mission

This is your position statement – what you want others to see. It will be built from specifically identifying your 'offer' to your target market.

## Objectives

### This is the "What"

These statements should be very specific 'doing' descriptions, for example:

- To increase my number of clients by 10%

Objectives should also include financials:

- To turnover £XXX / To increase turnover by X% / To earn £XXX

## Strategies

### This is the 'How'

Take each objective and break it down into smaller, achievable tasks, for example:

#### Increase number of clients / customers by 10%

- Create a marketing strategy
- Identify relevant networking opportunities

## Actions

### This is the "How" + "What" + "When"

This is where you become more specific – taking each element within the Strategies section and breaking into bite-sized activities, for example:

#### Increase number of clients / customers by 10%

- Create a marketing strategy
  - Attend a marketing strategy workshop
  - Survey existing clients
  - Visit the City Business Library to carry out market research

## Family, Friends, Social Life

This is the area missed out of most Business Plans – and in terms of real-life, is probably the most important.

In this section list all of the commitments you have, for example, childcare, hobbies, professional association requirements etc. And don't forget to take into account holidays, illness (yours and others) and 'frustrations' (quite often IT-based!). Completing this session will start to give you a sense of what really is achievable within your timeframe.

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