## 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 | September 2013 | Sales Manager |
| Recruitment plan | Identify skill set required for additional staff and commission recruitment agency to assist with employment | December 2013 | Sales Manager |
| Improve customer services | Update website and keep current | Initially September 2013 and then ongoing | IT Manager |
| Increase sales | Meet with top 20% customers and identify ways to increase sales per customer | December 2013 | Customer Sales Manager |
| Produce product and services brochure | February 2013 | Marketing Manager |
| Improve cash flow to reduce costs | Introduce easy payment plan for customers | December 2013 | Finance Manager |
| Increase customer base | Identify regional selling events and book where relevant | September 2013 | Sales Manager |
| Review competitor offer and target weakness in their offer | March 2013 | Sales Manager |