



## **2014 – Get Ready, Here it Comes**

### **Step 3: Your 2014 Action Plan**

#### **Introduction:**

We often hear how powerful it is to write down your goals. Your 2014 Action Plan takes that concept one step further by creating a visual reminder that you can hang in your office.

#### **Purpose:**

The purpose of “The Action Plan” is to capture your 2014 goals and vision into a simple one-page summary. Each piece has value in focusing your mind towards your desired outcome.

#### **The concept:**

Your Action Plan should be one 8 ½ x 11 inch piece of paper suitable for hanging in your office as a reminder. I suggest that you frame it and hang it in a place that you see regularly.

It gives you the opportunity to look at your vision for the next one to five years and your mission. Why do you do what you do? Where will you in one to five years?

The focus of the action plan is:

- Your 2014 objectives
- The strategies that you will use to achieve your objectives
- The behaviours you will employ
- The support you will elicit
- Who will hold you accountable?
- How you will celebrate your accomplishments at the end of the year



## 2014 Action Plan Content

*Inspiration:* A slogan, mantra or something that inspires you to fulfill your plan.

<b>Vision:</b> Where are you going?	This might start further out at 5 years but also should include a specific definition of where you will be in one year.
<b>Mission:</b> Why does your business exist?	This captures your purpose. Write from the perspective of the client who will read it and understand who you are and what your business will do for them.
<b>Objectives:</b> How will you measure what you achieve?	Three focused and specific measurable objectives with the most potential leverage to advance you in the quest of your vision.
<b>Strategies:</b> What are some consistent ways you will support your business over time?	What are the strategies that you will employ to reach your objectives? Include at least 3 to 5 major strategies.
<b>Behaviour Change:</b> Behaviours you will stop, start or continue that are critical to the achievement of your vision.	Include three specific behaviours that you will start, stop or continue to support you in the quest of achieving your 1 year vision.
<b>Support System:</b> Who will encourage and champion you?	Identify the support you will require to overcome potential barriers and deliver the actions or behavioural change you've identified.
<b>Accountability Partner(s):</b> Who will you check in with to be accountable for your progress?	With whom will you 'contract' (e.g. a coach, colleagues, friends, associates) to support you in remaining accountable to your action plan.
<b>Reward:</b> How will you celebrate your success?	How will you celebrate the achievement of your 1 year vision?