

Sample Marketing Plan Template by Entrepreneur Media SA (Pty Ltd)

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Action Plan Template

Steps to Creating an Action Plan

1. Clearly define your objective: it must be measurable and achievable.
2. Decide who is to be involved in your action-planning group.
If your objective is a small, personal goal, it may be only you. However, if it is a company objective you may want to include people who will be involved in carrying out the action plan.
3. Hold a brainstorming session with the participants to establish all possible courses of action that must be taken in order to achieve the desired objective.
4. Develop an action plan according to the template below.
5. Review the plan thoroughly to check that it is complete.
6. Implement your action plan.
7. Track the progress achieved and tick off completed tasks.
8. Review and amend the action plan on an on-going basis.
9. Communicate with all of the people involved throughout the process.

Action Plan

Action	Resources	Time allocated	Responsible person	Deadline
Identify, prioritise and list the steps needed to achieve your goals in order of priority	List the resources required to achieve each action	Clearly define how long each step should take to complete	Allocate each step to a specific person	Set a deadline by which each step must be completed