

Inspiring  
Action  
Plans

Small  
Business  
Coach

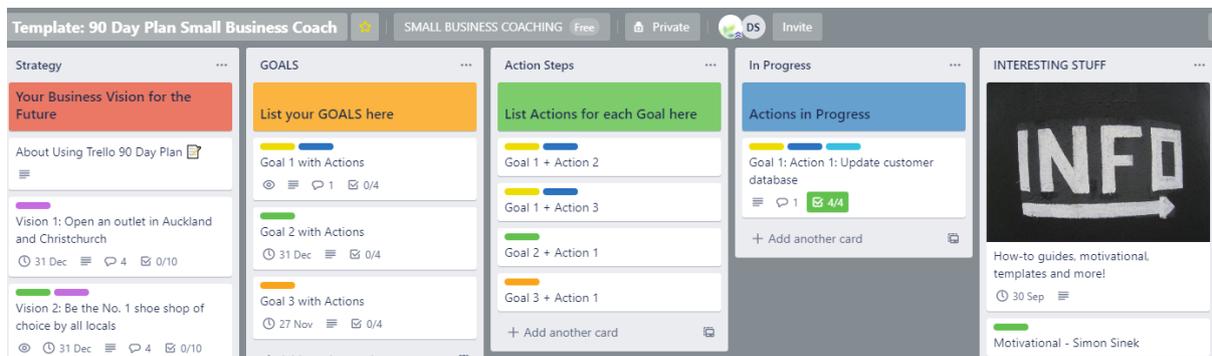
## 90-day Action Planning

Welcome to a 1-2-3 Easy Steps to get started on your 90-day Action Plan for your business.

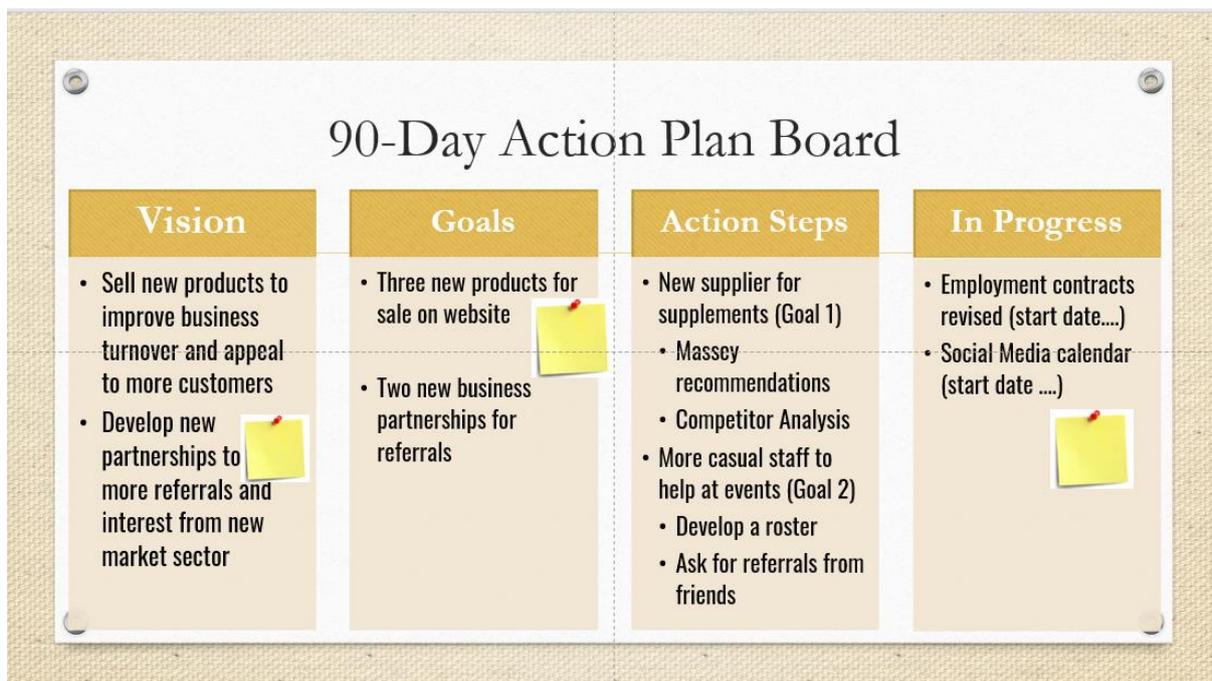
I will share with you an easy and effective way to manage your Goals and Actions on a 90-day Planning Board. You will have up to 3 Goals, for the next 12-18 months, and your Goals will help build the vision you have for your business.

This type of planning is called Kanban style. You can log in and use the Trello board I have created for you ([Image 1](#)) OR create your own colourful 90-day Action Plan Board in your office using Post-It notes and a Whiteboard or Pin Board ([Image 2](#)).

**Image 1:** 90-day Action Plan in Trello (free to use Software)



**Image 2:** 90-Day Action Plan on a Whiteboard or White Paper



# What will you need?

**A list of your ideas (Goals) OR A list of the problems (Opportunities) you need to solve**

A few ideas on what you might like to achieve in the next 12-18 months.

Don't worry just yet on the how or what. We will start by recording what the *problems* are that need solving, and what the *ideas* are that need development

**A whiteboard and Post-It Notes**

Or, [contact me](#) and request a link to a free online planning software in Trello.©

## STEP 1

1. Draw 4 Columns on your Whiteboard OR large A1 or A0 size paper on a wall
  - a. STRATEGY
  - b. IDEAS (or GOALS)
  - c. ACTION STEPS
  - d. IN PROGRESS

## STEP 2

1. Take 3 post-it notes and write down one idea or problem on each, then place in Column B (Goals). For example:
  - a. Sell a new product
  - b. Write an eBook
  - c. How do I increase sales of my product x and y
2. For each Idea or Goal, write the WHY you need to achieve it. For example
  - a. Sell a new product, so I have something new to keep existing clients
  - b. Write an eBook so that I can have a free giveaway to add value for my facebook ads and attract new clients
  - c. How do I increase sales of my product x so that I can sell the remaining stock
  - d. How do I increase sales of my product y so that I can increase my turnover and improve my return on my investment in this business premises

## STEP 3

3. For each Goal, write 1 x Action Step you can take on each post-it note, and place in Column C (Action Steps)
  - a. Keep the action steps small, and achievable in under ½ day OR split into more smaller steps.
  - b. Each day, look at this Action Board and add any new steps you think of.
  - c. Prioritise the action steps and see which one will need to be done first i.e. because the other steps need this one completed first. OR do whichever is easiest, and gets you moving forward.
  - d. Choose one Action step that you can do this week. Move this post-it over to the final column (In Progress). Write a start date on it.
  - e. Make a note in your diary that you will do this action on that date.

**CONGRATULATIONS** on your decision on where to start.

To help you on your way, I have created a list of several actions you can take. Choose one or two of these and make a date in your diary that you will take action.

## TIPS

Every week keep looking at your 90-Day Action Plan Board and choose Action items you can start in the next few days.

Keep adding Action Items as you think of them, and ticking them off when done.

Keep the Action Items achievable within 7 days.

Book the Actions into your diary and make sure you do them.

## ACTION IDEAS

- ⊕ Phone or email a business owner you know who may have done something similar, for ideas or solutions. *"Hey I am just working on an idea I have in my business and I wondered if you had a few minutes to help me with this as I know you have an experience in this area. Can you spare half an hour this week?"* We are not looking for solutions from others, we are looking for ideas that might spark off another idea, solution or way forward for you.
- ⊕ Research competitors and see how they have done this. [Follow this link](#) for a template to follow; what to look for. Be methodical and observant.
- ⊕ Break the action down into smaller steps
- ⊕ Try a different time of day to take the action, you might feel more energetic then
- ⊕ Rank your Goals in priority order, and see if there is something else you need to be doing before you do this action item.
- ⊕ Give yourself a deadline of 3 days to complete the item
- ⊕ Get help from someone else. Research what it would cost to have someone else take this action for you. Is there one of your staff or colleagues who could help? Is there someone on a Facebook group you belong to, experienced in this, that you could ask for advice or assistance?
- ⊕ Write a Product Brief, that describes exactly what your new product or service looks like. Describe the features the client will buy and the benefits that feature will give them..

# ABOUT SMALL BUSINESS COACH

I'm Deborah Stewart, based on the Kapiti Coast, and an experienced Project, Change and People Manager. I have had my own small business for a few years, mostly in natural therapies for animals, and now I limit to this providing Equine Acupuncture, because I love it, and small business mentoring and coaching, because I also love this work and like to share my resources and skills.

Throughout my career in Technologies, Teaching and Project Management, I have worked with people from all levels of organisations. From CEO's, contractors, and casual staff, to suppliers, government agencies, volunteers and financiers. I have experience, contacts, ideas and enthusiasm, and I would love to work with you as your Small Business Coach.

## Every business owner needs a Plan

[Book a Free 30 minute chat](#) to see if I can help you with your business

Book a [2 hour Start-up meeting](#) and we can start brainstorm actions, ideas, solutions and a way forward for you.

Schedule a [90-Day Action Plan programme](#) and work with me alongside you to develop your plan, and work on your business.

I look forward to chatting and working with you on your business real soon.

Mobile: 027 252 0024

Email: [info@smallbusinesscoach.co.nz](mailto:info@smallbusinesscoach.co.nz)

Website: [www.smallbusinesscoach.co.nz](http://www.smallbusinesscoach.co.nz)

