

Tools and templates



Bringing about successful change in your business

Creating a strategy is only the first step; the implementation stage will determine whether it brings about successful change in your business.

Use these five steps to shape how you plan, action and review your implementation process.

1. Set clear goals for your strategy

- Make sure goals are attainable – overly ambitious goals risk deflating morale
- Be realistic about the time and resources you have
- Consider the performance of past initiatives. Look at what went well and what didn't, and use that information to inform your plans
- Account for variables that might disrupt your timeline. For example, are you reliant on third parties that you can't control?

2. Assign roles and delegate responsibilities

Clearly communicate and delegate responsibilities to prevent confusion or bottlenecks further down the line.

- Map out your available resources, including any individuals, teams, departments or external agencies that will be involved
- Divide up roles and responsibilities, identifying key decision makers in each department
- Establish the process for communication, ie. what methods people will use, how often and what to do if there's a problem
- Set realistic deadlines for each stage of the process

3. Support your team throughout the implementation

Even the best prepared plans will run into roadblocks, so be on hand to monitor progress, tweak your approach and provide support and insight where necessary.

- Make yourself available to help staff with challenges or provide extra support around deadlines
- Arrange regular check-ins, like daily ten-minute morning standups, where everyone gives a brief progress update. Use these to check and re-establish key milestones

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4. Be flexible and adjust course if necessary

Implementation should be iterative. Don't get so fixated on your original goals that you can't readjust plans when necessary.

- Listen to feedback from people working on the project
- Check that processes are working efficiently and action recommendations from staff
- Be prepared to rethink your goals if the project takes a different course

5. Review and learn

Once the implementation process has drawn to a close, reflect on the process and think about how effective it was at bringing about change in your business. Think about:

- Whether you achieved your goals
- Any challenges or roadblocks you didn't foresee – how could you better plan for them in the future?
- What you've learnt from the process and how you will apply those lessons next time