

Action plans



Define what success looks like for your business

Business isn't about what you think success should look like – it's about what it truly means to you. Having a clear vision of success will make sure you're accessing the right resources, getting relevant advice and setting goals that properly align with your ambitions.

Scroll down to see what you can do with this Action Plan.

- **Effort:** Medium
- **Impact:** Medium

Actions:

Think about where you want your business to be in one, five and ten years' time, consider what you want to be selling and who your customers will be.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** Nailing down a single long-term vision can feel overwhelming, so start by thinking about what shorter-term success looks like for your business.

Look at your business goals from previous years and see what's been most important for you to achieve.

- **Impact:** Low
- **Suggested duration:** 7 days
- **Why this will help:** Whether it's the retention of a few key clients or increasing the size of your workforce, reexamining your business goals will demonstrate what you've poured energy into and where you've been most successful so far.

Do a competitor analysis to understand where you sit in the market.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** When you're shaping your vision for success, it helps to factor in your unique selling point and build on what you're already doing successfully.

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Speak to a consultant, mentor or peer to get an external perspective on your vision for success.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** Speaking to someone who is a step removed from your business gives you the opportunity to work through your ideas and hear an impartial viewpoint.

Finalise your vision of success for your business in writing.

- **Impact:** Medium
- **Suggested duration:** 4 days
- **Why this will help:** Include this written definition in your business plan, alongside your vision and goals, to remind you what you're working towards.

How will I know if my Action Plan is working?

Way to measure success

Comfort level when explaining your vision.

Why this metric?

Being able to comfortably express your vision to key stakeholders like investors or your management team is a good sign that you've implemented it effectively.

How do I start tracking?

When you've finalised your vision, you need to start telling people about it. Take time after those conversations to reflect on what it felt like, how easy it was to explain and whether your vision rings true when you say it outloud.