

Action plans



Learning to prioritise your internal strategies

Every business leader has been guilty of spending too much time working in the business, instead of on it. It's easy to get distracted by the day-to-day demands of management, particularly when it comes to client work. However, it's important to put the hours in and prioritise your internal strategies if you want your business to succeed in the long run.

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

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

Actions:

Commit 30 minutes every day to planning and internal strategy.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Scheduling time to work on your business means you can plan other tasks around it and it won't get pushed down the priority list.

Conduct a business health check to see where improvements can be made.

- **Impact:** High
- **Suggested duration:** 4 days
- **Why this will help:** Taking a step back and looking critically at your business will show you where there's room for improvement. It's easier to make internal processes a priority when you have a specific idea of what needs work.

Run scenario planning exercises to test the impact of different strategies.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Financial models allow you to evaluate potential strategies and think about what they mean for the business, before you take the leap with something new.

Delegate tasks to employees to free up time to work on the business.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Delegating non-essential tasks gives you the time and headspace to focus on internal strategies.

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Set personal goals that prioritise internal strategy and build in accountability.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Setting goals related to strategy on a quarterly basis will help cement the process in your day-to-day working life. Building accountability, such as presenting a plan on a particular date, adds pressure that can make it more likely you stay on track.

How will I know if my Action Plan is working?

Way to measure success

Time spent on strategic thinking.

Why this metric?

You need to commit time to develop your internal strategies.

How do I start tracking?

Start blocking out time to work on strategy. At the end of each month, check whether you spent the time you planned and review your progress.