



Actions

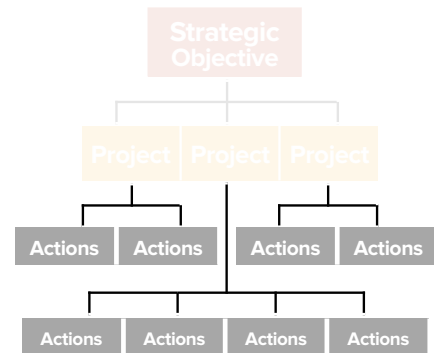
The final part of the HerBusiness Strategic Planning Framework is the Actions that you'll take to complete each project.

Here is where you get VERY specific about who is doing what - and when.

When we start to list out the actions, we get to see the real magnitude of any project.

We also get to see if we need to outsource tasks that are outside of our ability or capacity or desire to complete.

Go nuts. List as many Actions as you like for each project, but keep it to what really matters. The first time you complete a project - whether it's a new webinar, a sales page, a systems manual, branding guidelines etc. build out the project to the best of your ability.



Each time you repeat a project there will be nuances that you'll have from your experience.

You can also add bells and whistles that were too much for you to manage the first time around.

We've found that for sure. Each time we run an event for a second or third time, we can play with new marketing channels, plug-ins, ad types etc. But the first time we did the bare bones of a project and the actions reflected that bare-bones approach. The goal is to complete the project. Not to get it perfect.

Note: The biggest reason that many business owners do NOT reach their big goals is that they start with Actions. Actions should be determined ONLY after you're clear on what your most important 'needle-moving' projects are. And, remember, these projects are determined by your Strategic Objectives, which are determined by your Vision and 12-Month Vision (Big Kahuna).

Mapping Out Your Actions

This is where you map out the various Actions needed to complete in project.

Here is where you get very specific about who is doing what, when.

You are assigning dates, milestones, responsibilities.

You are getting into the nitty gritty.

Here tools like Asana, TeamworkPM or Monday can really help.

But, if you don't have access to a spreadsheet, you can start by creating a simple spreadsheet like the one shown here below. [Here's a link to a sample 90-Day Plan.](#)

My 90-Day Plan

The focus areas for the next 90 days:

[illegible]



We call this a Project Plan.

Project Plans can help you identify:

- Length of time actions will take
- The order that actions need to occur in
- What gaps in knowledge / know-how
- What can be outsourced / leveraged
- What's achievable in any given period

You can also create a project plan in a simpler way using Post It Notes, or a Trello Board, or a bulleted list on Google docs or a flow chart.

Regardless, write out every task and cluster them in categories and then put them in date order.

For example, of one project is a webinar you might have tasks related to these categories:

- **Marketing** (which may include email, website, paid and free promotion of your webinar)
- **Administration** (setting up your emails, tagging, CRM etc.)
- **Presentation** (the keynotes slides and notes and the running of your webinar including all the technologies)
- **Post event task** (all the cleanup that needs to happen AFTER an event including any follow up with prospects and clients.)

The key is to know exactly what actions every project involves so that you can check:

- What amount of time should I allocate?
- What resources (people, systems, tech) will I need?
- Are there gaps in my knowledge that I need to fill by doing a course?

The key is to get started.

From the top (your vision) down (to your actions).

Good luck.

Here's to doing what you love, every day.

Suzi Dafnis