# DOING BUSINESS BETTER EMBEDDING ACTION PLAN

## **EMBEDDING STEPS**

There are several steps to consider in turning a short-term improvement into a sustainable change.

You should consider how often you want to review your approach (and returning to this topic will be a useful way to do this). You can also consider where you can become better over time, and what longer term actions you need to take.

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| **DOING BUSINESS BETTER EMBEDDING IDEAS**  |
| **Review the Marketing Mix** | Regularly return to the Marketing Mix Review tool (say every 6 months) and consider how your 7Ps mix is meeting the needs of that market.  |
| **Study complementary topics** | Consider looking at our learning paths on **Pricing**(under the **Finance**module) and **Value Proposition**(under the **Markets and Models**module) to build further on your 7Ps mix.  |
| **Utilise all seven elements** | Consider how you can build a compelling brand from the constituent parts of your 7Ps mix.  |

## **INSTRUCTIONS**

Use this documentto build an **Embedding Action Plan** for **Doing Business Better**.

Additionally, you can use this as a template to take notes on what you’ve learned or record your thoughts about how the topic impacts your business.

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_** | **Topic:**  |
| **How often will you review this topic / your approach?** |  |
| **Where will you get new information from?** |  |
| **What other support do you need to access?** |  |
| **Other notes and ideas:** |  |

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| Action Reference | Action | Who is responsible for implementing the action? | What is the planned deadline for the action?  | How will you measure the success of this action? |
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