# PLOTTING A COURSE FOR CHANGE

# IMPROVEMENT ACTION PLAN

## **IMPROVEMENT IDEAS**

If you are in the **Plain Sailing** area then it looks like things are favourable for you. Your business is well placed to respond to the opportunities. You may want to explore how you could improve your position further, using the approaches below, but it seems like you are in a positive place now.

What if you were in one of the other three areas on the map? Here are **three improvement ideas** for **Plotting a Course for Change**.

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| **PLOTTING A COURSE FOR CHANGE IMPROVEMENT IDEAS** | |
| **Hard Going** | This means that although your business has some great strengths internally, your external environment is unfavourable. How can you improve?  Look through your **PESTEC** scores and identify one or two where you think you could work towards a higher score. |
| **Repairs Needed** | This means that although your environment is favourable, you may not have the right internal resources to make the most of your opportunities. How can you improve?  Look through your **Pyramid** scores and identify one or two where you think you could work towards a higher score. |
| **Stormy Waters** | This means that things are tough externally and internally. In this case it is particularly important to pay attention to your trajectory. |

**Plotting a Course for Change - Ideas to help you get started**

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| **Hard Going** | * **Look at your past PESTEC scores**. Were any higher than today’s and can you re-achieve that with your current business? * **Look at your competitors.** Are any of them operating in a space where these scores could be more favourable, or do they have elements of their product/ service offering which does? * **Talk to your customers.** People who know and love how you operate today may have opportunities for you in environments with more favourable aspects. * **Get further support.** Other topics in OpenSME may be able to provide help. |
| **Repairs Needed** | * **Look at your past Pyramid scores.** Were any higher than today’s and can you re-achieve that with your current business? * **Look at your competitors**. Do they have any specific types of resource which might score more highly - and which you could source, develop, or invest in? * **Talk to your staff and stakeholders.** People who know how you operate today may be able to identify opportunities to enhance your resources, especially any upskilling needs for the team or even yourself. * **Get further support.** Other topics in OPEN SME may be able to help. |
| **Stormy Waters** | * If your trajectory has moved from a move positive space to a less positive one, it may be good to spend time reflecting on whether you can recapture your previous circumstances. * If your trajectory has improved, but you haven’t reached one of the other zones yet, keep going! Spend some time reflecting on what has taken you this far and how you could extend that. * To seek to improve step-by step, try to identify one external area (from your PESTEC) and one internal area (from your Pyramid of Resources) where you think you could work towards a higher score and use the ideas above. * It might be, however, that you want to have a larger scale think about your business model and whether it can “pivot” to something more significantly different. Other topics in OPEN SME can help you to explore this. |

**CREATING AN IMPROVEMENT ACTION PLAN**

## You can decide which priorities you want to capture with an *improvement action plan* that will ensure that you:

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| **Self-Reflect** | take time to reflect and think about your analysis, what has happened before, what actions have brought about success or partial success and what actions have not helped |
| **Clarify** | clarify your main objectives and identify what change is required |
| **Identify** | identify your progress and measures of success that contribute towards your main objectives |

These priorities could be one action against each of the *Improvement* suggestions above or multiple actions against one or two suggestions. If the topic so far has sparked some different ideas of your own, feel free to include these actions as well or instead of the ones we have suggested.   

**INSTRUCTIONS**

Use this documentto build an **Improvement Action Plan** comprising **your top 3 priorities** for **Plotting a Course for Change**.

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 1:** |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…** |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 2:** |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…** |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |

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| **Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Priority Action 3:** |
| **Which of the Improvement Suggestions are you going to explore? (Or other ideas.)** |  |
| **What are you going to do on it…** |  |
| **today?** |  |
| **tomorrow?** |  |
| **later this week?** |  |
| **next week?** |  |