# PLOTTING A COURSE FOR CHANGE 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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| **PLOTTING A COURSE FOR CHANGE EMBEDDING IDEAS**  |
| **Use historical data to improve accuracy** | The more points you have on your course map, the more detailed your understanding will be of the specific factors that impact your business the most. You can also add points to your course by looking back further into the past of your business - but you may find this harder to recall with any accuracy and the lessons may be less relevant for today.   |
| **Use the tool pre-emptively for horizon scanning** | Look ahead six or twelve months and think about where these factors are likely to be. You may not be completely accurate (it would be amazing if you were!) but putting some stakes in the ground will both flag up any actions you can take in advance and give you some insights against which you can compare.    |
| **Use the tool as an improvement prompt and tracker** | You could, for example, set yourself the goal of improving one factor by one mark every six months. This can be a helpful nudge to keep working on important but not urgent stuff, even when the day-to-day business operations get in the way. Over time, this can make a huge difference to the strength and value of your business.  |

## **INSTRUCTIONS**

Use this documentto build an **Embedding Action Plan** for **Plotting a Course for Change**.

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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