



# ACTION PLAN

Date \_\_\_\_\_

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**Goal**

*"Be Specific"*

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**Resources**

*What is needed?  
(money, talent,  
new knowledge,  
etc.)*

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**Implementation**

*How are the  
goals going to  
be achieved?  
What are you  
going to do?*

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**Measuring**

*How will we  
prove we've  
accomplished  
our goal? (i.e.,  
increase in  
revenues,  
improved  
relationships,  
etc.)*

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**Responsibility**

*Who is going to  
be responsible  
for tracking  
progress? How  
will they be held  
accountable?*

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**Target Date**

*Goal  
Achievement  
Deadline*

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