

# ACTIONS

The tasks that support Drivers, Goals and Objectives

There's action, and there's motion. Never confuse the two. Oftentimes business owners are busy, but they are not making progress toward what matters most—they're not gaining traction. Sometimes the stuff of life gets in the way of living, but you must protect your time so that you have the energy and stamina to do the important Actions that support fulfilling the company's Mission.

The hard truth is that working *in* your business will always compete with working *on* your business. But if you are the owner, there is no one else who can work on the business for you. Identifying and following through on "working on the business" Actions are critical to your company's long-term success.

## REMEMBER

Sometimes, in order to get started, you need help, resources, input, etc. What are a few things you need to address before you can jump right in?

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### FOR EACH OF THE GOALS YOU CREATED, CONSIDER THESE QUESTIONS TO UNCOVER THE ACTIONS THAT WILL ENERGIZE YOUR STRATEGIC PLAN:

*What is one Action I can take right now that will make a difference?*

*What is one Action I can take today to move the needle?*

*What is one Action I can take tomorrow to support one Goal?*

*What is one Action I can take this week to achieve one Goal?*

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#### **ACTION: WRITE RESOURCES YOU NEED**

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#### **ACTION: WRITE OUT THE ACTIONS TO TAKE THAT ARE CRITICAL TO YOUR COMPANY'S SUCCESS**

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