

NAVIGATOR

Actionable Idea Plan

PHIL WHITE, MACKINAW & COMPANY

Goal Statement

Hi PHIL, combining the project goal, its importance, and what success brings is now the Goal Statement. Share it with your team.

“Our goal for embracing PROSPECTING WORKSHOPS is to DRIVE MARKET AWARENESS. GROWTH is an important component of the strategic plan for MACKINAW & COMPANY. It allows us to EXPAND INTO NEW MARKETS.”

Action Plan

Creating and maintaining an action plan provides clarity, and commitment. All stakeholders understand what needs to be completed, who is responsible, key dates, and ongoing progress. Keep it updated, the Status, Target, and Actual fields are fillable.

Activity	Responsible	Status	Target	Actual
Project Launch	PHIL WHITE			
Step One: IDENTIFY AUDIENCE & LOCATION	MARY CLARK			
Step Two: CREATE PITCH & PRESENTATION	LUKE TYSON			
Step Three: LOGISTICS	JENNA HAMILTON			
Rollout	MARK CLARK			

Key Points

1. One person owns the project.
2. Keep step descriptions specific.
3. Each step has one person responsible for it.
 4. Share progress.
 5. Celebrate success.

PHIL, You've Got This

It's all here; the project goal, why it's important, and the success it provides MACKINAW & COMPANY.

Plus the action steps, stakeholders, and key-dates for achieving the goal. You are prepared for any status request.