

Action Planning Part II – Analysis and Action

Rob Fuller Director of Entrepreneurship Beyster Institute



Beyster | CSanDiego | Rady School of Management

What is an Action Plan?



- A Plan To achieve a Goal
- An Action Plan
 - Identifies ActionSteps
 - Assigns Deadlines
 - AssignsResponsibility

What is an Action Plan?

- An Action Plan should also:
 - Identify Potential Problems & Opportunities
 - Include Preventive Action (Facilitative Action)
 - Provide Contingent Actions
 - Alarms to trigger Contingent Actions

Action Planning Process



State the End Result Succinctly

Specify the Action Steps

Identify Potential Problems/ Opportunities

Determine Likely Cause(s)

Develop Preventive/Facilitative Actions

Design Contingent Actions

Build in Contingency Alarms

Implement the Plan

State the End Result



State as a SMART Goal

What is a Goal?



A Desired End Result
Provides Visibility
What to accomplish
Where it will occur
When it will be done

Goal Setting Guidelines



S M A R T Goal
Specific
Measurable
Action-Oriented
Realistic
Time-Bound

Specify the Action Steps

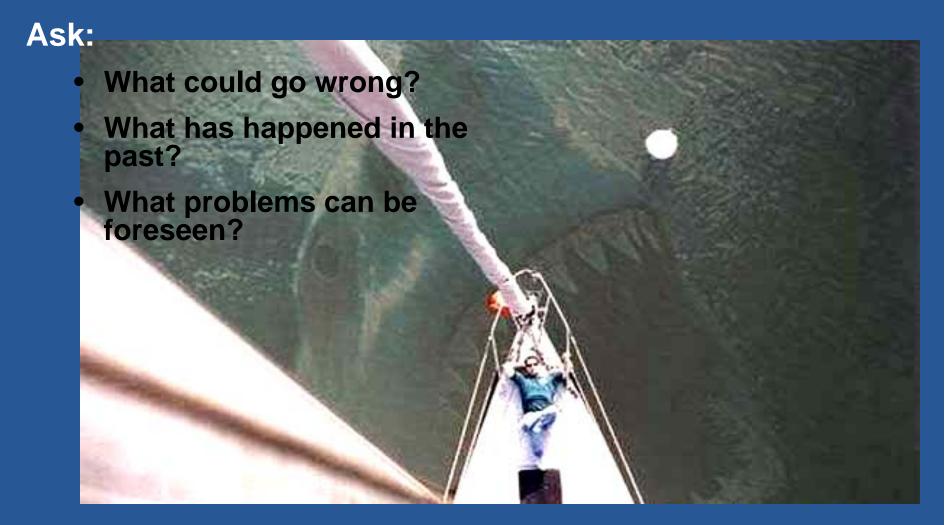


- C→B→A approach
- Once you know the goal, ask:
 - What has to happen immediately prior for that result to occur?
 - How likely is that event or circumstance?
- Assign a Deadline
- Assign a Responsible Person

Action Steps

Step 2. Specify Action Steps					
Responsibility	Due Date	Critical?			
	Responsibility	Responsibility Due Date			

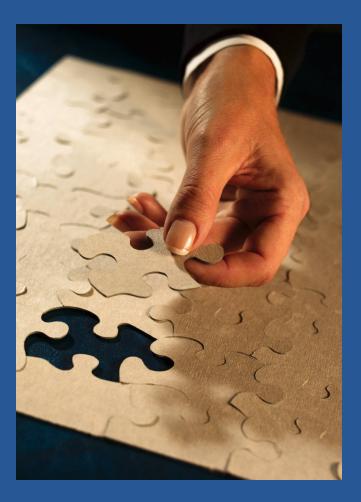
Identify Potential Problems



Identify Potential Problems

Step 3. Potential Problems		Step 4. Likely Causes	
	Р	S	

Determine Likely Causes

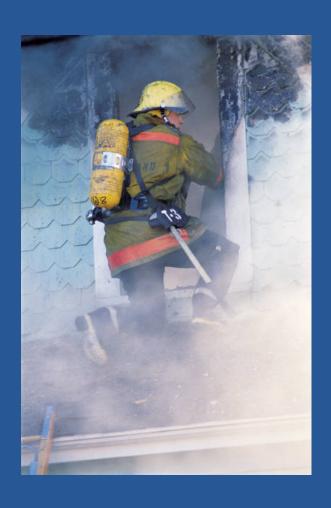


- What specific things would be likely to cause this effect?
- Experience
- Other people's input

Identify Potential Problems

Step 3. Potential Problems			Step 4. Likely Causes
	Р	S	

Design Effective Actions



- Effective Actions for Future
 Problems/Opportunities
 - Preventive
 - Contingent
 - Facilitative

ntingent vs. Preventive Action





- Contingent Action
 - First thought
 - Most common
- Preventive Action
 - Prevent cause, prevent problem

Contingency Planning

Step 6. Contingent Actions	Step 7. Contingency Alarm
	Step 6. Contingent Actions

uild in Contingency Alarms



- Know When to take Which action
 - Occurrence of condition
 - Non-occurrence of condition
 - Triggers a Contingent Action (back up measure)

Contingency Planning

Step 6. Contingent Actions	Step 7. Contingency Alarm
	Step 6. Contingent Actions