

From Aims to Actions - Translating your thinking to doing

From Aims to Action template

Thinking big thoughts is great, but if you want your business plan to really help you move forward, you also need to think about when you'll put all your ideas into practice. If you like to use tables to organise your thinking you may find this template for moving from aims to actions useful! We've put in a couple of examples to get you started.

If you're more of a visual thinker you might want to get busy with some Sharpies or mind mapping software to come up with another way of recording all of these things...

AIM: To develop my online shop					
Objective	Deadline	Strategy	Tactic	Who	When
To ensure all my products are professionally photographed	End of current year	Trade services with a local photographer to keep cost down	Put a call out via local creative networks	Intern	September
			Reach out to peers who may know photographers	Me	September
			Reach out via socials	Me	September
To get a new website built	Spring next year	Learn how to build this myself in Wordpress	Research any free courses open to creatives locally	Intern	July
			Explore other online courses	Intern	July
			Reach out to network to see if anyone can give me some help	Me	September
AIM					
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Having some kind of action plan – whether it's in a table or mind map, Gantt chart or a series of post its on the wall – will help turn your business planning into reality! Happy plotting!