

Plan of Action: EXAMPLE

Strategy:

Increase Business Owner's Use of Web-based Marketing/Sales



Steps to Accomplish	Responsibility (Who is responsible for completing step)	Key Contact (If team, key responsibility)	Goal Date (Anticipated completion date)	Completion Date (Fill in once completed)
Work with the Chamber of Commerce and Small Business Development Center to identify current Web use status and access	Jim, Shirley, & Bob	Bob		
Develop a survey for use with existing small businesses to identify current Web use status and access	Ann, Sue, & Albert	Sue		
Identify potential curricula and trainers	Robert, Alice, Sam	Alice		
Conduct survey - Each partner will conduct at least 10 one-on-one surveys with identified businesses	All	Jim		
Analyze surveys	Jim, Shirley, & Bob	Jim		
Explore matches between identified needs (from surveys) and existing e-commerce curricula available through Extension Service	Robert, Alice, Sam	Alice		
Finalize training series content	Robert	Robert		
Recruit instructors	Jim, Bob	Bob		
Develop brochure outlining training content and dates	All	Shirley		
Conduct training series	Bob, Jim Trainers	Jim		