

STEP 2 - Business Issue Diagnosis => Action Plan Template

To be worked on after the completion of Step 1 - BIDM (Business Issue Diagnosis Model)

I. Top 3 Goals

1. [e.g. revenue increase by X% over Y months]
- 2.
- 3.

II. Strategically Ignored / Excluded

1. [e.g. no new product lines]
- 2.
- 3.

III. Priority Issues

1. [e.g. fix product – customer demand misalignment]
- 2.
- 3.

IV. Immediate Actions – High Impact and Urgent

1. [e.g. identify most profitable customers to focus on]
- 2.
- 3.

V. 0-3 months Actions – High Impact

1. [e.g. Revise product features that are easy to tweak]
- 2.
- 3.

VI. 0-6 months Actions – Medium Impact but Easy to execute

1. [e.g. prune services that are low margin and resource intensive]
- 2.
- 3.

VII. 0-1 Year Action – Medium Impact

1. [e.g. Reorganise teams to support new strategic focus]
- 2.
- 3.

VIII. Nice to Haves – Ignore/ Revisit in 1 year

 **Judit Petho**

Book a session  **30 Minute Meeting - Business Diagnosis and Action Plan - Judit Petho**

 **Business Issues Diagnosis, Strategy, and Action Plan - Judit Petho**

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