

Implementation Plan

[Your Business Name / Your Project Name]

THE CHALLENGE – [today's date]	DESIRED OUTCOME by [project end date]		
<ul style="list-style-type: none"> [define the challenge as one sentence with a question mark at the end.] 	<ul style="list-style-type: none"> [state the desired outcome. Try to write as though you have already achieved it. In the present tense.] 		
After Ideas While You Sleep Virtual Brainstorm :: Evaluate Ideas to find Top 3			
IDEAS	ACTION PLANS to IMPLEMENTATION	WHO	DEADLINE
IDEA 1 [summary of idea]	1. In the next 24hrs [what will be done] 2. In the next 1 week [what will be done] 3. In the next 1 month [what will be done]	1. [initials] 2. [initials] 3. [initials]	1. [date] 2. [date] 3. [date]
IDEA 2 [summary of idea]	1. In the next 24hrs [what will be done] 2. In the next 1 week [what will be done] 3. In the next 1 month [what will be done]	1. [initials] 2. [initials] 3. [initials]	1. [date] 2. [date] 3. [date]
IDEA 3 [summary of idea]	1. In the next 24hrs [what will be done] 2. In the next 1 week [what will be done] 3. In the next 1 month [what will be done]	1. [initials] 2. [initials] 3. [initials]	1. [date] 2. [date] 3. [date]

Considerations:

You'll need to pitch the idea to the stakeholders.

Think about including the following information in your pitch:

What problem does it solve? (or what opportunity does it address?)

What is the idea?

What costs and resources will be required in the short / long term?

Where will the funds and resources come from?

What effect will that have on the rest of the business?

What is the likely time-line for implementation and results?

What is the estimated return on investment. ie. What will it cost and what will be the gain?

Are there any side benefits from the idea?

Has anyone else tried this, and what are the results? What have we learnt from it?

Is a prototype or testing period required / recommended?