**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=8595&utm_source=integrated-content&utm_campaign=/develop-plan-action-free-templates&utm_medium=Business+Action+Plan+Example+doc+8595&lpa=Business+Action+Plan+Example+doc+8595)BUSINESS ACTION PLAN TEMPLATE EXAMPLE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| PROJECT MANAGER | | | TODAY'S DATE | | | |
| Brent Williams | | | MM/DD/YY | | | |
| GOAL |  |  |  |  |  | |
| *Write your goal statement below.* | | | | | | |
|  | | | | | | |
| ACTION PLAN |  |  |  |  |  |  | |  |  |
| ACTION DESCRIPTION | RESPONSIBLE | PRIORITY | STATUS | START | END | RESOURCES REQUIRED | | HAZARD FORECAST | OUTCOME |
| Goal #1: Select Venue |  | Medium | Complete |  |  |  | |  |  |
| Identify venue options | Sally J. | High | Complete | 9/30 | 10/2 |  | |  |  |
| Visit venues | Sally J. | Medium | On Hold | 10/5 | 10/9 | Find staff to attend site visit | |  |  |
| Sign contract | Maria S. | Low | In Progress | 10/12 | 10/12 | Attorney / Legal Dept. | |  |  |
|  |  | Low | Complete |  |  |  | |  |  |
| Goal #2: Secure Speakers |  | High | In Progress |  |  |  | |  |  |
| Recruit speakers | Sally J. | Medium | In Progress | 10/7 | 10/12 |  | |  |  |
| Speaker bios | Sally J. | Medium | In Progress | 10/12 | 10/14 |  | |  |  |
| Create and send speaker packets | Maria S. | Low | Complete | 10/13 | 10/16 |  | |  |  |
| Confirm speakers | Sally J. | Medium | On Hold | 10/17 | 10/18 |  | |  |  |
|  |  | Low | In Progress |  |  |  | |  |  |
| Goal #3: Recruit Sponsors |  | Low | In Progress |  |  |  | |  |  |
| Identify sponsors | John S. | Low | In Progress | 10/13 | 10/19 | Fundraising and Web team | |  |  |
| Write up sponsor agreement | Maria S. | Low | In Progress | 10/15 | 10/16 |  | |  |  |
| Send emails | John S. | Low | Not Started | 10/19 | 10/21 |  | |  |  |
| Make cold calls | John S. | Low | Not Started | 10/21 | 10/23 | From sales team | |  |  |
|  |  | Low | On Hold |  |  |  | |  |  |
| Goal #4: Promote event |  | High | Complete |  |  | Marketing team | |  |  |
| Create banners | Morgan K. | High | Complete | 10/26 | 10/28 |  | |  |  |
| Order swag | Morgan K. | High | Complete | 10/28 | 10/28 | Coffee mugs, totes, pencils | |  |  |
| Create social media strategy | Corrine J. | High | Complete | 10/13 | 10/26 |  | |  |  |
| Make marketing materials | Karen Z. | High | Complete | 10/26 | 10/30 |  | |  |  |
|  |  | High | Complete |  |  |  | |  |  |

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