



Plan of Action: EXAMPLE

Strategy: Implement a six session e-commerce workshop for small businesses and entrepreneurs by December 2016

Steps to Accomplish	Responsibility <i>(Who is responsible for completing step)</i>	Key Contact <i>(If team, key responsibility)</i>	Goal Date <i>(Anticipated completion date)</i>	Completion Date <i>(Fill in once completed)</i>
Work with the Chamber of Commerce and Small Business Development Center to identify current Web use status and access	Jim, Shirley, & Bob	Bob	Nov. 2015	
Develop a survey for use with existing small businesses to identify current Web use status and access	Ann, Sue, & Albert	Sue	Dec. 2015	
Identify potential curricula and trainers	Robert, Alice, Sam	Alice	Dec. 2015	
Conduct survey - Each partner will conduct at least 10 one-on-one surveys with identified businesses	All	Jim	Jan. 2016	
Analyze surveys	Jim, Shirley, & Bob	Jim	Feb. 2016	
Explore matches between identified needs (from surveys) and existing e-commerce curricula available through Extension Service	Robert, Alice, Sam	Alice	March 2016	
Finalize training series content	Robert	Robert	April 2016	
Recruit instructors	Jim, Bob	Bob	May 2016	
Develop brochure outlining training content and dates	All	Shirley	June 2016	
Conduct training series	Bob, Jim, Trainers	Jim	Aug. 2016	



Plan of Action

➔ Strategy: _____

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