1-2-3 Action Plan

Use this Action Plan to address an existing challenge between Sales and Operations.

Outcomes are described as “What does success look like? How does it help the organization?”

Methods or tactics are specific actions used to carry out a strategy (ex. weekly SOW reviews).

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| **1****Goal** | Turn a current/potential challenge into a goal. |
| State the challenge: |
| What is the goal? |
| **2****Outcomes** | Identify 2 positive outcomes from achieving the goal. | By When? |
| 1. |  |
| 2.  |  |
| **3****Tactics** | List 3 methods/tactics that you will use to achieve your goal. | By When? |
| 1. |  |
| 2. |  |
| 3. |  |
| **Who owns it?** | List the names of the two primary stakeholders here with initials. | Initials |
|  |  |
|  |  |