

Action plan



Using data and feedback to shape your business planning

Your business has a range of different stakeholders, but how many of them are involved in the planning process? Customers and staff have useful insights into your business and, if you take the right approach, you can use this to shape your business plan. The end result is not only a more robust strategy, but customers and employees who remain loyal to your business because they are an integral part of it.

Actions:

Define what areas of the business plan you most need guidance or input on.

- **Impact:** Medium
- **Suggested duration:** 3 days
- **Why this will help:** It's important to focus your research on what's going to have the biggest impact. Look for assumptions that haven't been tested or new strategies that you need to make more robust.

Use data and feedback collected from online customer surveys to shape your business planning.

- **Impact:** High
- **Suggested duration:** 28 days
- **Why this will help:** line surveys allow you to reach a large number of customers (and potential customers) efficiently. Be clear about your objectives and target audience and spend time fine tuning the questions to ensure you get the data you need – what assumptions in your business plan need more justification?

Use research groups to collect more in-depth customer feedback to inform specific areas of your business planning and decision making.

- **Impact:** High
- **Suggested duration:** 56 days
- **Why this will help:** Whether you run a research group online or face-to-face, this format gives you the opportunity to hand-pick the participants and have meaningful discussions.

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Incorporate the data and feedback you have collected into your business planning.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** This is the crucial step that consolidates all the information you've gathered and turns it into a meaningful part of the business plan. Deciphering the data can be a daunting task – break it down using our template on incorporating feedback into your business planning.

Communicate how the business plans have changed as a result of staff and customer feedback.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** It's important to show employees that they're involved in decision making, so that they know their views have been heard and to motivate them to give honest feedback in future.

How will I know if my action plan is working?

Way to measure success

Get employees to score your business plan.

Why this metric?

Giving a small, dedicated group a chance to assess the changes you've made to the business plan ensures that nothing gets missed or misinterpreted over time.

How do I start tracking?

Recruit around five employees to join the working group. Agree how regularly you will contact them and the format their feedback will take, including quantitative and qualitative responses.