



**The Trench and Critical Numbers**

**Action Plan for Critical Numbers**

# more money for shoes

## Action Plan for Critical Numbers

**Prepare** by working out what you want to achieve in your business and determine the three critical areas that you need to track in order to achieve your goal

**Note** that I recommend no more than three critical numbers at a time

**Implement** changes necessary in order to track and achieve the goal you have set with your critical numbers including:

- Establishing the three critical numbers that you are going to track and what your goal or target is for these three numbers and the time period that you are going to track them for
- Organising who is going to report on these numbers and how often they will report (minimum weekly)
- Sharing the critical numbers with your team, explaining why they are important and how each person can work towards achieving the targets set
- Making sure that your reporting functions for the critical numbers are clear and accurate

**Monitor** the critical numbers weekly at a minimum and make sure that the entire team is motivated to achieve the targets set through both education, reporting and rewards. Create something in your office that you can plot your progression on as you work towards your goal. This might be simply a column on a whiteboard with dates and the targets set by the dates (eg monthly if a quarterly target) or something as creative as a rocket (or a stiletto) with numbers up the side. If you aren't progressing towards reaching your critical numbers then make sure that you do something about it!

**Change** the critical numbers at the end of the reporting period if necessary. Note that some critical numbers will always be reported on but that one of the three may change each reporting period.

**Repeat** the process at the end of every reporting period (eg quarterly)

Who will do it	What will they do	By when	Ongoing