



Accessories and the Power of Small Changes

Action Plan for Small Changes

more money for shoes

Action Plan for Small Changes

Prepare by thinking about what areas you would like to make changes in and what you'd like to achieve from the changes (see Table Demonstrating Power of Small Changes for ideas)

Note that you may not notice changes straight away, but there will be a positive impact on your cash flow and your bank account in time.

Implement

- Realising your potential – The power of the changes are that they are small. You don't want to set goals that are too large or impossible for you to achieve. Small changes are about setting small goals which will ultimately lead to a big result.
- Working out the numbers – Once you've worked out the areas you'd like to make a change in, work out how much of a change you'd like to make. It's important that you put a number on this that you can track. This might be a 5% increase in the number of customers. For more examples, see the Table Demonstrating the Power of Small Changes.
- Setting a date – Wanting to make changes is great but you need a deadline to work towards. Set a date by which you want to have hit the target that you've set. This should be an actual date such as 31 December rather than simply a time period.
- Share the numbers – Don't try and do everything by yourself. Let your team know what you are doing and why and get them involved in achieving the result, particularly if the change can be affected by their actions.
- Make a plan – Wanting to make change is great but you need to know how. Set a plan for how you are going to achieve these results. Brainstorm with your team and work out a strategy to achieve the results. If it's a price rise then it maybe as simple as changing prices by xx/xx date, educating the sales team and the customers and off you go. Work out what you need to do, who needs to do it and by when.
- Celebrate – Pat yourself on the back, throw a lunch for the team or do something else to celebrate the fact that you succeeded.

Monitor the results to make sure you are on track to achieve the changes you want to make. Ideally this should be at the very least on a weekly basis. If you aren't seeing results then use different methods, brainstorm with your team and keep going.

Repeat - Once you've succeeded with implementing your first lot of small changes, don't stop there. Pick another three and start the process again.

Who will do it	What will they do	By When	Ongoing