

WEEK 8: CREATE YOUR ACTION PLAN AND DRIVE RESULTS

Turn your insights into action with a clear plan that creates impact and builds momentum.



WHY THIS MATTERS

A plan is only powerful when it's actionable. This week is about turning everything you've learned into a practical roadmap that drives real results.

Execution is where insight creates impact. Momentum comes from consistent action, measurement and learning.



YOUR OBJECTIVE THIS WEEK

Build a clear, prioritised action plan that aligns your team, focuses your resources and sets you up for measurable success.

PRINCIPLE: PLAN → EXECUTE → MEASURE → IMPROVE



PLAN

Define what will drive the biggest impact.



EXECUTE

Take consistent action with ownership.



MEASURE

Track progress and outcomes that matter.



IMPROVE

Learn, adapt and get better over time.

THE 5 AREAS TO EXPLORE

Use this checklist to build your action plan.

1



DEFINE YOUR GOALS

- What are the key outcomes you want to achieve?
- What does success look like in 3, 6 and 12 months?
- How will you measure progress?

Focus: Set clear, measurable targets.

2



PRIORITISE YOUR ACTIONS

- Which opportunities will drive the biggest impact?
- What actions will deliver quick wins?
- What longer-term initiatives are essential?

Focus: Focus on the few actions that matter most.

3



PLAN YOUR EXECUTION

- What steps are needed for each action?
- Who is responsible for what?
- What resources, tools or partners do you need?

Focus: Create a clear plan with accountable owners.

4



SET YOUR TIMELINE

- What will you start this week?
- What needs to happen in the next 30, 60 and 90 days?
- What milestones will keep you on track?

Focus: Build a realistic timeline and stick to it.

5



MEASURE, REVIEW & IMPROVE

- What KPIs will you track?
- How often will you review progress?
- How will you adapt and improve over time?

Focus: Measure, learn and keep improving.

SOURCES TO HELP YOU BUILD YOUR PLAN

Use a mix of these resources to turn insights into action.



YOUR RESEARCH & INSIGHTS

Use everything you've learned in the past 7 weeks to guide priorities and decisions.



TEAM WORKSHOPS

Collaborate to refine ideas, assign ownership and build commitment.



INDUSTRY BENCHMARKS

Set realistic targets by comparing with industry leaders.



CUSTOMER VOICE

Use feedback, reviews and surveys to validate and refine your plan.



FINANCIAL DATA

Ensure actions are supported by budgets, forecasts and ROI projections.



TOOLS & FRAMEWORKS

Use project planning tools, OKRs, Gantt charts or strategy frameworks.

WEEK 8 EXECUTION SUCCESS FACTORS



FOCUS

Prioritise the few that drive the biggest impact.



OWNERSHIP

Make ownership clear and accountable.



CONSISTENCY

Execute consistently and stay disciplined.



MEASUREMENT

Track what matters and review regularly.



ADAPTABILITY

Learn fast, adapt quickly and improve.



A COMMON TRAP

Creating plans that look good but don't get executed. Avoid overplanning, unclear ownership and lack of follow-through.



Too many priorities



Unclear ownership



No timeline or milestones



No tracking or review



WEEK 8 STRATEGIC INSIGHT

Plans don't create results – execution does.

The best plans are simple, focused and actionable.

Consistency beats perfection.

Small steps, taken every week, create big outcomes.



TURN INSIGHT INTO ACTION

- ✓ Turn insights into a practical plan.
- ✓ Focus on the actions that deliver the biggest impact.
- ✓ Align your team, resources and timeline.
- ✓ Execute consistently and track what matters.



NEXT STEPS

Congratulations! You've completed the 8-Week Market Intelligence Edge Program. Now it's time to execute, review and grow. Keep the momentum going!

