ACTION PLAN

[Team / Department / Project]

Goal: Increase online sales by 20% by 31 March [year]	Owner	[Name]
How we measure it: Monthly online revenue (now [amount] / month)	Review date	[DD/MM/YYYY]
Steps: 6 Done: 1 Blocked: 1	Progress	**17%**

#	Action step	Responsible	Resources / budget	Start	Due	Status	Notes / result
1	Audit the website checkout and fix the top 3 problems	Web team	Developer, 10 hours	17/11/2026	01/12/2026	Done	
2	Launch email campaign to past customers	Marketing	Email tool, [amount]	24/11/2026	08/12/2026	In progress	
3	Add customer reviews to product pages	Web team	Review plugin	01/12/2026	15/12/2026	Not started	
4	Run a weekend discount for new buyers	Sales	Discount budget [amount]	08/12/2026	22/12/2026	Not started	
5	Train support staff to answer chat within 5 minutes	Support lead	2 training sessions	15/12/2026	29/12/2026	Blocked	
6	Review results and adjust the plan	Owner	Sales report	22/12/2026	05/01/2027	Not started	
7							
8							
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10							
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13							
14							
15							

Write the goal and how you will measure it at the top, then one concrete step per row with an owner and a due date. Pick the Status from the drop-down; overdue dates turn red and the progress bar updates.