

# IMPLEMENTATION PLAN

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How to use  
Template  
Example

# Implementation Plan

The Implementation Plan helps you get insight into the steps and actions that are necessary to make a change or an innovation in your company. The tool creates awareness of all activities and actions that are needed. Coming up with a new idea is one thing, but how are you going to implement it successfully in your company? With the Implementation Plan you get a schedule with a clear timeline.

## Tips for use

You can make the Implementation Plan by yourself, but it is more effective if you do this with a group, such as colleagues who will be impacted by the change.

Print the template of the Implementation Plan to use in a brainstorm. Use sticky notes to put something in the Implementation Plan. This way you can easily add or move actions if necessary.

For inspiration, have a look at the example of Fleurs Flowers and learn from this application of the Implementation Plan.

## How to use

Your long-term vision for your company contains many possible innovations. An Implementation Plan is made for one of these innovations at a time. The Implementation Plan helps you to define the concrete actions that are necessary to implement the

change, put them on a timeline and have a clear idea who's accountable. Follow the steps to create an Implementation Plan.

### Step 1: Describe the innovation

What is your idea and how will it work in your company? Describe what the innovation consists of, the reason for the innovation, and what you want to achieve for your company.

### Step 2: Describe the actions that have to be taken

To make the changes a reality, you have to take action. Often a change has an impact in several different business units. Determine the business units that are influenced by the change and define the actions that should be taken to make the change. Make sure to mention specific actions, for example: "Organise sales training", "Customise product catalogue" or "Create a Facebook page".

Describe for each business unit which actions should be taken:

- People: Do you need to hire new employees? Is there a knowledge gap that needs filling? Are you going to outsource activities or acquire new skills?
- Processes: does your innovation require a new way of organising processes? Is a new work method needed? Do you have to set up a new department? Is a different management style necessary?
- Technology: Is the technology you're

currently using good enough for your new business? Or do you have to invest in new technology? Do you need new IT systems?

- Knowledge & materials: can you repurpose existing knowledge and materials? Are you going to acquire new knowledge, for which you need to secure intellectual property? Do you have to buy new materials?
- Partners: do you need new partners? Are you able to distribute your new product or services with your existing partners?
- Marketing & sales: Is market research and promotion necessary? Do the current marketing tools need to be adjusted to the change? Do you want to use other channels or technology for marketing and sales?

### Step 3: Determine the critical moments

Some actions will have a big impact on your company. Mark these actions as critical. They probably also require more preparation. Examples of critical moments are actions that:

- can't be reversed, for example closing a department or dismissing an employee;
- or entail high risk, such as developing new technology that requires a big investment.

### Step 4: schedule the actions

Put the actions on a timeline. Note that some actions are dependent on other actions. Ensure that these can be recognised, for example by giving them the same colour. Steps that have no dependencies can be done parallel to others.

Ensure that each action has is someone's responsibility and has a clear deadline.

Note: change is a process. Have regular evaluations of your timeline to accommodate for the changes in your company (people leaving, newly acquired knowledge). Are all actions still in the right order, or do you need to revise the planning?

# implementation plan

name \_\_\_\_\_

Business idea \_\_\_\_\_

	Actions	Critical	Responsible	Deadline
People				
Processes				
Technology				
Partners				
Knowledge or materials				
Marketing or sales				

date \_\_\_\_\_

# Example Fleurs Flowers

<b>industry</b>	Retail
<b>products &amp; services</b>	Flowers
<b>size of business</b>	2 full-timers 2 part-timers
<b>revenue</b>	€37,000
<b>location</b>	Main street - Bloomfield



Fleurs Flowers is a flower shop in a small town. Fleur sells flowers to a small group of regular clients who regularly purchase fresh flowers from her shop. Her customers generally consist of men and women aged 25. The customers often just bought a house and flowers are the perfect way to bring atmosphere to the new place. In addition, she has customers who buy flowers for birthday and holiday occasions. With Valentine's and Mother's Day she is working overtime to meet the demand

## Implementation Plan of Fleurs Flowers

In addition to the physical store, Fleur wants to open an online store. This will enable customers to also place orders outside the opening hours of the shop. Starting an online store will take quite a lot of work. The website has to be developed and the staff of the flower shop need to learn to maintain it. In the shop too, the necessary changes must be made. Online orders have to be put in place in a timely fashion and the store needs to have a physical space to keep the orders until they are picked up by a delivery service. To promote the online store, Fleur also wants to start a marketing campaign. She will offer a discount to people who order on the website. Fleur is, of course, ultimately responsible for the implementation. However, she can delegate a number of tasks.

# implementation plan

name Fleurs Flowers

**Business idea** Developing a webshop which makes it possible for customers to buy flowers outside working

	Actions	Critical	Responsible	Deadline
People	Participate in a CMS cursus	Yes	Fleur	15 June
	Hire a delivery person	Yes	Fleur	22 June
Processes	Make a schedule for keeping up with the webshop	Yes	Mathilde	30 May
	Make schedules for preparing orders	No	Mathilde	15 June
	Organise processes for preparing deliveries	No	Mathilde	15 June
Technology	Buy a computer for keeping up with the webshop	No	Fleur	1 May
	Buying and implementing a CMS system	Yes	Mathilde	30 May
Partners	Hire a developer for the website	Yes	Fleur & Mathilde	20 April
Knowledge or materials	Make space for preparing orders for the delivery person	No	Dirk	15 June
	Use software (open source) for editing of pictures and the creation of flyers	No	Elize	1 May
Marketing or sales	Creating flyers to spread the message of the new webshop	No	Elize	1 May
	Come up with offer for first weeks that the webshop is open	No	Elize	29 June
	Take pictures for the webshop	No	Elize	22 June

date \_\_\_\_\_