



WIT MENA

الشرق الاوسط و شمال افريقيا

Women in Technology :

Middle East and North Africa

Business Planning For Sustainability

Community Technology Center Action Plan Template



INSTITUTE OF
INTERNATIONAL
EDUCATION

Using the Action Plan Template

The following “action plan” worksheets provide space to outline goals and monitor progress while developing the Business Plan for your Community Technology Center (CTC). The worksheets highlight seven major milestones that involve various elements of your business plan development. These milestone goals are targeted for specific weeks during a 12 week period.

The action plan is designed as a Microsoft Word template that restricts changes to specific input fields. Areas that are available for you to type in can be accessed either by tabbing to that field, or by clicking the mouse within the field. You will be unable to change the actual content portion of the forms as they have been designed to specifically guide you through the business plan development process.

Note that while the business plan template (the Microsoft Word tool you will use to create your actual plan) is set up in a specific order, the curriculum will guide you through the development process in a slightly different order.

The development order differs because you want to present your finished plan in the order provided in the template, but developing the business plan requires a different order. An example of this is that the Introductory Elements of the plan include the Executive Summary and CTC Contact Page, which are most often one of the last elements you will write and are presented here as the 6th milestone on your Development Time Line.

To use the Action Plan Template, start with the *Development Time Line* calendar. In the column labeled “Target Dates for Development” enter the calendar dates for each week during the CTC business plan development process by which you anticipate completing each milestone.

For example, if you begin development of your CTC Business Plan in December, you would enter the dates of *Week 1* as 08-12-06 to 12-12-06. Then, tab to the field next to *Week 2* and enter 15-12-06 to 19-12-06. Continue the process until target dates for all 12 weeks are set. Ensure that the entire Business Plan development process does not take more than 12 weeks in total.

| Week Numbers | Target Dates for Development | Milestone Goals | Business Plan Elements |
|--------------|------------------------------|-----------------|-------------------------------|
| Week 1 | | Milestone #1 | Description of CTC |
| Week 2 | | Milestone #2 | IT Training Market |
| Week 3 | | | |
| Week 4 | | Milestone #3 | Operations of CTC |
| Week 5 | | | |
| Week 6 | | Milestone #4 | Promotion & Marketing for CTC |
| Week 7 | | | |
| Week 8 | | Milestone #5 | Financials |
| Week 9 | | | |
| Week 10 | | Milestone #6 | Introductory Elements |
| | | | Glossary |
| Week 11 | | Milestone #7 | Optional Add-Ons |
| Week 12 | | | Edit Document |

This goal “calendar” becomes your business plan development time line.

Next, you will want to break down each milestone into more detailed goals. Each Milestone of the development process has a chart designed for you to capture your development dates and assign specific individuals to be responsible for completing that portion of the plan. Use these charts to remain focused and on track to achieve your overall deadlines.

In the “Develop Dates” column of each chart, enter the target dates in the first row from your Development Time Line calendar.

In our example, for Milestone 1, we said we would begin the process on 08-12-06 and finish on 12-12-06. (Remember this milestone has a one week timeframe.) So, on the chart, next to “*Description of CTC*” you would enter 08-12-06 to 12-12-06. Then for each element under that row, break down that one-week period and assign development dates.

| MILESTONE #1 | | | Week 1 |
|--------------------------------|--|-------------------------|-------------------------------------|
| Develop Dates | Business Plan Sections To Be Developed | Individuals Responsible | <input checked="" type="checkbox"/> |
| | Description of CTC | | <input type="checkbox"/> |
| | ▶ Overview of IT Training Sector | | <input type="checkbox"/> |
| | ▶ Mission of the Organization | | <input type="checkbox"/> |
| | ▶ Mission of the CTC | | <input type="checkbox"/> |
| | ▶ Relationship of CTC to Organization | | <input type="checkbox"/> |
| | ▶ CTC Organizational Chart | | <input type="checkbox"/> |
| | ▶ Description of CTC Training Programs | | <input type="checkbox"/> |
| Additional Information: | | | |
| | ▶ | | |
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Again, using our example, you might decide that the “*Overview of IT Training Sector*” will take from the 8th to the 12th to write, but the section for “*Relationship of the CTC to the Organization*” might take less time because you are familiar with it. So, you could assign the development time for that item from the 8th to the 10th. Keep in mind that the timeframes can happen simultaneously if more than one person is involved in writing the elements.

You will find a separate Milestone chart in the Action Plan Template for each milestone listed on the overall calendar. Notice too that you may enter other details in the area marked “Additional Information.”

Best Practice:

Set up a folder on your computer directory titled *Business Planning for Sustainability*.

Inside this folder, create a folder titled *Action Plan*.

Because this is a template, you will need to select File > Save As from the Menu Bar. Name your completed template *Milestones*; choose the Action Plan folder from the Save In drop-down selection arrow and select OK to save.

| Week Numbers | Target Dates for Development | Milestone Goals | Business Plan Elements |
|--------------|------------------------------|-----------------|-------------------------------|
| Week 1 | | Milestone #1 | Description of CTC |
| Week 2 | | Milestone #2 | IT Training Market |
| Week 3 | | | |
| Week 4 | | Milestone #3 | Operations of CTC |
| Week 5 | | | |
| Week 6 | | Milestone #4 | Promotion & Marketing for CTC |
| Week 7 | | | |
| Week 8 | | Milestone #5 | Financials |
| Week 9 | | | |
| Week 10 | | Milestone #6 | Introductory Elements |
| | | | Glossary |
| Week 11 | | Milestone #7 | Optional Add-Ons |
| Week 12 | | | Edit Document |

| MILESTONE #1 | | | Week 1 |
|---------------|--|-------------------------|-------------------------------------|
| Develop Dates | Business Plan Sections To Be Developed | Individuals Responsible | <input checked="" type="checkbox"/> |
| | Description of CTC | | <input type="checkbox"/> |
| | ▶ Overview of IT Training Sector | | <input type="checkbox"/> |
| | ▶ Mission of the Organization | | <input type="checkbox"/> |
| | ▶ Mission of the CTC | | <input type="checkbox"/> |
| | ▶ Relationship of CTC to Organization | | <input type="checkbox"/> |
| | ▶ CTC Organizational Chart | | <input type="checkbox"/> |
| | ▶ Description of CTC Training Programs | | <input type="checkbox"/> |

Additional Information:

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| MILESTONE #2 | | Week 2 & 3 | |
|---------------|--|-------------------------|-------------------------------------|
| Develop Dates | Business Plan Sections To Be Developed | Individuals Responsible | <input checked="" type="checkbox"/> |
| | IT Training Market | | <input type="checkbox"/> |
| | ▶ Target Participants | | <input type="checkbox"/> |
| | ▶ Competition | | <input type="checkbox"/> |
| | ▶ Organization Positioning | | <input type="checkbox"/> |
| | ▶ Estimating Number of Participants | | <input type="checkbox"/> |
| | ▶ SWOT Analysis | | <input type="checkbox"/> |

Additional Information:

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| MILESTONE #3 | | Week 4 & 5 | |
|---------------|--|-------------------------|-------------------------------------|
| Develop Dates | Business Plan Sections To Be Developed | Individuals Responsible | <input checked="" type="checkbox"/> |
| | Operations of CTC | | <input type="checkbox"/> |
| | ▶ Facility & Maintenance | | <input type="checkbox"/> |
| | ▶ Equipment & Hardware | | <input type="checkbox"/> |
| | ▶ Furniture & Fixtures | | <input type="checkbox"/> |
| | ▶ Labor & Salary Requirements | | <input type="checkbox"/> |
| | ▶ Expenses & Capital Requirements | | <input type="checkbox"/> |

Additional Information:

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| MILESTONE #4 | | Week 6 & 7 | |
|---------------|--|-------------------------|-------------------------------------|
| Develop Dates | Business Plan Sections To Be Developed | Individuals Responsible | <input checked="" type="checkbox"/> |
| | Promotion & Marketing for CTC | | <input type="checkbox"/> |
| | ▶ Marketing Strategy | | <input type="checkbox"/> |
| | ▶ Method of Recruitment | | <input type="checkbox"/> |
| | ▶ Advertising & Promotion | | <input type="checkbox"/> |

Additional Information:

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| MILESTONE #5 | | Week 8 & 9 | |
|---------------|---|-------------------------|-------------------------------------|
| Develop Dates | Business Plan Sections To Be Developed | Individuals Responsible | <input checked="" type="checkbox"/> |
| | Financials | | <input type="checkbox"/> |
| | ▶ Cost Recovery Model | | <input type="checkbox"/> |
| | ▶ Cost Recovery Financial Tracking Tool | | <input type="checkbox"/> |
| | ▶ Recovery Statement | | <input type="checkbox"/> |
| | ▶ Pricing Strategies | | <input type="checkbox"/> |

Additional Information:

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| MILESTONE #6 | | | Week 10 |
|---------------|--|-------------------------|-------------------------------------|
| Develop Dates | Business Plan Sections To Be Developed | Individuals Responsible | <input checked="" type="checkbox"/> |
| | Introductory Elements | | <input type="checkbox"/> |
| | ▶ CTC Contact Page | | <input type="checkbox"/> |
| | ▶ Executive Summary | | <input type="checkbox"/> |
| | Glossary | | <input type="checkbox"/> |

Additional Information:

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| MILESTONE #7 | | Week 11 & 12 | |
|---------------|--|-------------------------|-------------------------------------|
| Develop Dates | Business Plan Sections To Be Developed | Individuals Responsible | <input checked="" type="checkbox"/> |
| | Optional Add-Ons | | <input type="checkbox"/> |
| | ▶ Advisory Boards | | <input type="checkbox"/> |
| | ▶ Fundraising | | <input type="checkbox"/> |
| | ▶ Presenting the Business Plan | | <input type="checkbox"/> |
| | Editing Your Business Plan Document | | <input type="checkbox"/> |
| | ▶ Final Read-Through of Document | | <input type="checkbox"/> |
| | ▶ Complete Needed Changes & Additions | | <input type="checkbox"/> |
| | ▶ Prepare Final Document | | <input type="checkbox"/> |

Additional Information:

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