



Nigel Collin

How will you know if your 2015 plan is a good one?

So here you are at the start of another fresh year. Like me you may have spent the past week or so sorting out the direction you want take, your yearly goals and your plan of attack.

One of the things I've learned over the last 12 months from interviewing many top Aussie entrepreneurs and business leaders is that they all have a very clear vision of where they're going and why it's important to them. They have goals set in place to help get there and plans in place to achieve their visions and their goals.

As you head into 2015 and start to ramp up your business activity, like me you've probably pondered and white boarded what it is you want to achieve in the next 12 months. From there you've probably created a plan of attack. Starting out in the distance and then working backwards to quarterly and monthly campaigns, listing exactly what actions need to be taken.

But will it all work? If you did everything your plan dictates would it achieve your vision and your goals?

The big question is...how will you know if your plan is a good one?

With any new plan, idea, or initiative there is a major step that many people and organizations sadly miss. It's a crucial part of the process and one that all successful entrepreneurs and business

leaders understand explicitly and apply endlessly. It's to constantly test and measure everything along the way because no matter how good a plan looks on paper, if it isn't going to get you where you want to go it's worthless.

Successful businesses and entrepreneurs know what is and isn't working because they relentlessly watch and measure the results. More importantly, they know which results they need to watch and measure.

Take some time and think about how you will measure the success of your plan.

For example,

Is it conversion rates?

If lead generated is part of your plan then what may be more important to your business is not the amount of leads generated but what percentage of those leads convert to sales.

Is it time spent on a particular webpage?

If part of your plan is to create a new pool of content and thought leadership then the measure of success by be how long each visitor spends reading your new blog.

Is it ideation?

If part of the plan is constant improvement and everyday innovation then the measure of success could be in the quantity of new ideas put in place by your team (not just thought of) on a monthly basis?

And the list goes ever onwards.

But here's the thing. The measurements will vary with every plan and every business. Whether they are quantitative or qualitative, whether you call them metrics, KPI's or vitals, whether there's just one or many, the important thing is that the measurements work for your situation and let you know if you are on track.

Measurements also need to be thought about and put in place at the planning stage, not afterwards. Build them in as part of the plan itself.

Once done you need to constantly check the measurements as your plan unfolds. If the plan meets or exceeds those measurements, excellent, if not then you need to ask why and be flexible and brave enough to refine and tweak the plan as needed, maybe throw it away.

Either way, it is far cheaper, easier and faster to refine a plan in mid-flight than get to the end and have to start all over.

So don't just have goals this year and don't just have a plan, make sure you also have the right measurements in place and keep your eye on them every step of the way.

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About the Author

A master communicator and interviewer, Nigel is passionate

about distilling the behaviours and knowhow of hugely successful people into practical and lasting strategies and insights.

Having interviewed many of Australia's top entrepreneurs, business leaders and owners. In April 2013, as founder of Ingenious Oz Project he began on a series of solo motorcycle trips throughout Australia to discover ingenious Australians and share their stories. His quest is to inspire the ideas of a Nation.

He has spoken at countless conferences and his work has taken him around the globe. He has advised Ministers of Parliament, C-Suite executives, and entrepreneurs. Organisations in a myriad of industries including IT, Franchise, Events, Marketing, Finance, Pharmaceuticals, Government and Telecommunications have benefited from his experience and expertise.

Nigel built Absurd Entertainment, one of the first entertainment companies to design and create entertainment specifically for events. He worked extensively on the 2000 Olympics, was entertainment advisor at the Paralympics, grounds entertainment producer of the Sydney Royal Easter Show for 6 years and still holds the accolade of being show director for Australia's largest ever corporate event in 2005.

He is an alumni of the Disney Institute, Ambassador for Start-up Australia, a Ted-Xer, and author of two books with a third in production titled "Game of Inches"

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