

CHECKLIST AND ACTION PLAN

Name: _____

I. Checklist

Complete				
<input type="checkbox"/>	Goal: To Become a Customer and Market Focused Hospice Organization by June 30, 2008			
	Message:			
<input type="checkbox"/>	What Makes Us Special?			
<input type="checkbox"/>	Why Choose Our Hospice Program?			
<input type="checkbox"/>	Translation for Each Customer Audience			
<input type="checkbox"/>	Top Five Opportunities for Growth Defined			
<input type="checkbox"/>	Target Market(s) Defined			
<input type="checkbox"/>	Messaging Tested			
<input type="checkbox"/>	Customer Surveys Completed			
<input type="checkbox"/>	Focus Groups Completed			
	Strategy:			
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
	Tactics:			
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
	Measurement:			

II. Assemble Team

Team Member	Title	Time Commitment	Expertise	Contact Info

III. Brainstorming Sessions

Date	Session	Facilitator	Invitees	Comments
	What Do We Do?			
	What Makes Us Special?			
	What if We Had No Budgetary or Other Restraints?			

IV. Tactical Planning Tool

Each Tactic Should Have a Marketing Action Plan that Includes:

Marketing Tactic:	Responsible Party
Purpose	
Intended Results	
Target Market	
Core Marketing Message	
Collateral Materials	
Game Plan (How Tactic Will Be Executed)	
Key Activities	
Resources Required	
Timeline	

Action Plan Worksheet

Top Ten Action Items:

	Due Date	Action Item
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Three Actions I WILL Take In the Next Ten Days:

	Due Date	Action Item
1		
2		
3		

Name: _____

Signature: _____ Date: _____

Attested By: _____ Date: _____