

SPOOK BOOK INFORMATION GATHERING FORM

Date	Source	Information Collected	Action
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OBJECTIVES

Note: I separated my objectives by business department within my organization. My headings were: Finance, Marketing, Sales, Administration, Customer Service and Accounting & Tax and I listed at least one objective for each department.

Finance:

Marketing:

Sales:

Customer Service:

Administration:

Accounting & Tax:

Mfg./Production

ACTION PLAN

Company Name: _____

Date: _____

Action Plan For Business Year: _____

OBJECTIVE #1	STRATEGY #1	HOW (STEPS)	WHO	TIME TARGETS
_____	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	STRATEGY #2			
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
OBJECTIVE #2	STRATEGY #1	HOW (STEPS)	WHO	TIME TARGETS
_____	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	STRATEGY #2			
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____

STRATEGIC ACTION PLAN RESULTS REPORT

Company Name: _____

Date: _____

Action Plan For Business Year: _____

Business Results Review for month of: _____

Business Quarter (check one) [1] [2] [3] [4]

OBJECTIVE #1

STRATEGY #1

RESULTS SUMMARY

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

STRATEGY #2

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

OBJECTIVE #2

STRATEGY #1

RESULTS SUMMARY

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

STRATEGY #2

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____