

TAP (Target Action Plan)

The Target Action Plan is a specialized Goal & Priority Setting System that is the “bridge,” between Strategy & Tactical Implementation. It can be applied at the Individual, Group, Departmental or Company Levels to achieve results. The example shown was applied to the Sales & Marketing Group for a High –Tech Client.

TAP continued

□ PROCESS

- Define Current Tasks/Projects (Profiles Current Workload)
- Prioritize Each High- Medium- Low (Linkage to CSF – If we don't do it, we fail...)
 - CSF = Critical Success Factor
- Brainstorming Exercise (Clean Slate no drag or constraints)
 - Define CSFs
 - Define Key Areas of Focus (Biggest Value/Impact)
- Prioritize – High- Medium- Low (apply Bible Test)
 - Choices:
 - Do it!
 - Reprioritize (done at a later period)
 - Eliminate it (it did not pass the test)

- Map On To Original “Task/Priority List”
 - Make Tradeoffs (Dispatch) >What can be delegated?

TAP follows a simple, but powerful set of steps. The first step in the process is to define all current tasks & projects. This is the “baseline” that will shape the Ultimate Target Action Plan. When completed each item is ranked by high, medium or low priority. In turn, these are linked to predefined CSFs = Critical Success Factors. These are key items that must be done or our efforts will result in “failure.” This is an effective means of driving home what is critical vs. what is “nice to do.” A “Brainstorming” Session is then conducted to further solidify the selected priorities. Again, these are re-prioritized to generate the “final selected mix.” It is interesting thru this exercise how many things that seemed to be “critical to success” don't even make the Priority List. This tends to redefine & reshape organizational structure, process, roles, responsibilities, etc., as a result. Decisions are then made to either “do it,” reprioritize it (do at a later period) or eliminate it. At that point, these selected priorities are “mapped on” to the original task list (the baseline). It becomes apparent to all participating in the TAP process, where the “chinks in the armor” are in their current plans & priorities. The tradeoffs are made & the process advances to the next step.

TAP continued

- ❑ Process (cont.)
 - Develop TAP Documentation (Top 3-5 Areas)
 - TAP Sample: TAP Description, Owner, Objectives, Metrics, Target Dates, Resources Required, Output/Deliverables, Process Steps & Expected Results

 - Implement Program
 - Negotiate for Resources Outside of our Control (S, M, Bus. Dev.)
 - Manage TAP Progress (Self-Management First)
 - Review & Evaluate Program (Effectiveness) = 30 Day intervals
 - Commit FY'07 Annualized Program (Phase II)

The process results in defining the make-up of the Target Action Plan (TAP), a document that clearly & simply defines the task or project to be executed. The Target Action Plan designates an "Owner" for each selected TAP, which assures that the task will be implemented. The TAP shown, below, took a new computing concept called Flexible Microprocessor Architecture (FMA) from "brainstorming" to program implementation for our Client. This is only one example of TAP's use.

TAP

(Target Action Plan)

Description: Develop collateral/support materials for Sales & Marketing use to convey the FMA architectural story. Building blocks include focus on architecture, target market, COTS supportability and technology considerations.

Additionally, a campaign to position FPP – new computing concept will be implemented to support this effort.

Owner: Dianne MacDermott

Team Make-up: Peter Young, Gerry Lebock, Bob Haney, Leo Marken, Joel Grey, Steve York & Don Bennett (will be the primary drivers for the collateral/support materials)

Target Date: 30 work days (Phase I)

- Phase I includes completion of final drafts for collateral/support materials and layout of external campaign.

Output/Deliverables: 1. Collateral/Support Material – completion of storyline, architectural description, product plans and positioning, proof and evidence (developmental), applications examples, etc.

2. Media Campaign – Layout and plan for kick-off FMA unique computing concept (flexible parallel processing – FPP) to our target market.

Process/Steps: Field Campaign

- Define target objectives for overall project – 09/25/06
- Collect and assimilate available FMA data and tap key “brain trust” – 09/26/06
- Define layout/outline for collateral materials - 10/03/06
- Generate rough draft outline with topics/sub-topics for review and approval – 10/06/06

- Develop initial draft cut for overall collateral material – 11/03/06
- Gain buy-off on collateral from senior management team – 11/06/06
- Package and produce collateral materials – 12/04/06
- Implement training and launch program with company sales distribution channel – 01/08/07
- Review/summarize progress and impact on field-related program – 03/01/07

Marcomm Campaign

- Structure/layout make-up of Marcomm Campaign – 10/26/06
- Scope-out funding requirements and present to company senior management team for approval 10/30/06
- Implement campaign (lay foundation to support field-related program) by 11/15/06
- Evaluate Phase I effectiveness, based on defined performance metrics by 02/15/07
- Make mid-course corrections (if required) and begin scoping out Phase 2 support

Expected Results

- Confirm/validate the FMA compute concept in selected target markets (map onto defined performance metrics – soft targets)
- Demonstrate 30 percent growth in company forecast due to introduction of FMA
- Utilize FMA introduction with the new product launch, resulting in a minimum of \$2 million in new sales derived from assigned target accounts within fiscal year 2006-07

