ABC MARKETING

START- What should we put in place to improve?
- **What would add benefit?**
- **What do I need to learn?**
- **What new experience would help?**

STOP- What are we doing that isn't working?
- **What wastes time?**
- **What brings no value to me, the department or the company?**
- **What makes me unhappy?**

CONTINUE- What is working well?
- **What experiences have we learned from?**
- **What is providing benefit to us and the company?**
- **What tasks and skills are working the best?**

CHANGE- What are we doing well that we can change to make better?
- **What has experience taught us that we can use to make changes?**
- **What processes can we make better with a tweak or update?**
- **What can we learn from others to improve?**

Think about:
- What will the change bring to me and my team?
- How much benefit will this action bring to my team and company?
- How will I include my team in the action and decision-making?
- How quickly can we act realistically?
- What resources are needed for action? What resources are freed by Stops?
- How difficult are the changes to accomplish?
- Who needs to be involved in any action?
- Is there anyone who needs to agree to this action before its implemented?
- Will we be happy/ satisfied with the process and changes?

My goals are:

In order to achieve these I will…

…START…	…STOP…	…CONTINUE…	…CHANGE…
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