

# HOW TO CREATE A LEAN PLAN IN 5 STEPS

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## 01

# ANSWER KEY QUESTIONS ABOUT YOUR BUSINESS

It is important to be confident that you can prove your core beliefs with relevant arguments such as:

- How will customers use your product or service if it was already in the market?
- How can you differentiate from your competitors?

## 02

# WRITE DOWN THE CHECKLIST

Checklists help you stay organised.

List step-by-step actions in a checklist format. Include application deadlines and note the costs involved.

## 03

# EXECUTE YOUR PLAN

Take action. Keep the checklist with you all the time and keep notes whenever you learn something new. When you completed each task, test your results with questions:

What is going well, and what is not?

What is the outcome of each action step?

Is the overall experience positive or negative?

## 04

# REVISE YOUR DRAFT PLAN

Determine whether your initial assumptions in your draft plan are true, false, or incomplete. Make the necessary changes.

05

# CONTINUE TO UPDATE YOUR PLAN

Improve on small things to create breakthroughs. Doing so will keep you in control and allow you to create a range of projects for your business.