

EXERCISE: Critical non-essentials

Prepare a list like this for your business. You can use these five, or you can come up with five other bonuses that you think will be more appropriate for your customers. It's also a good idea to work out a timeframe over which these events occur, so as part of your plan you need to work out what actions you are going to take over a period of— for example – six months. Then, draw yourself diagram like the one above, and insert each of these items in the appropriate place.