

# RECOMMENDATION PLAN

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# RECOMMENDATION PLAN

## SUMMARY

The summary should be written last after you have finished the remainder of the plan. It is an overview of your recommendations including the problem you aim to solve, who this will effect, and the expected results. If the proposal includes monetary needs, include how much you want, where you will put it to use, and how it fits into your recommendation.

**OBJECTIVE/PROBLEM STATEMENT:** What problem are you going to solve?

**MISSION:** Restating the mission helps ensure all recommendations tie back in to our mission and values.

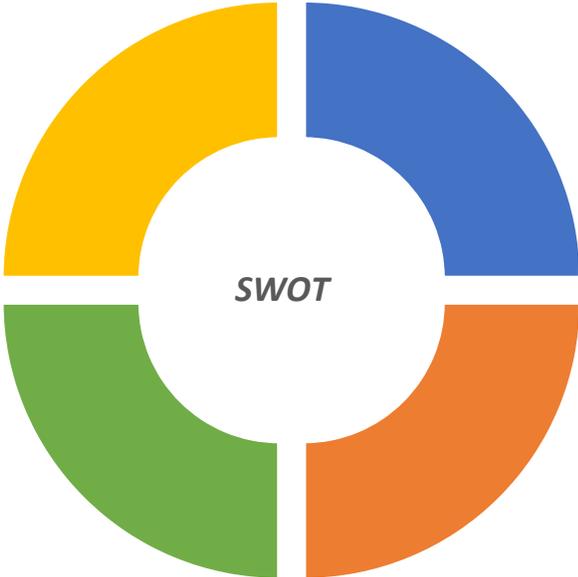
**YOUR RECOMMENDATION:** How will your recommendation help solve the problem identified?

**EXPECTED RETURNS:** What are the key milestones or metrics to describe a successful implementation?

## PROBLEM ANALYSIS

**SWOT ANALYSIS:** Assess the current environment in terms of strengths and weaknesses (internal) and opportunities and threats (external) as they relate to the identified problem. After completing your analysis, provide your thoughts on:

- HOW CAN WE MAXIMIZE OUR STRENGTHS?
- HOW CAN WE OVERCOME THE IDENTIFIED THREATS?
- HOW CAN WE OVERCOME THE IDENTIFIED WEAKNESSES?
- HOW CAN WE TAKE ADVANTAGE OF OUR OPPORTUNITIES?

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Advantage</li> <li>• Capabilities</li> <li>• Assets, people</li> <li>• Experience</li> <li>• Financial reserves</li> <li>• Value proposition</li> <li>• Price, value, quality</li> </ul>		<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Disadvantages</li> <li>• Gap in capabilities</li> <li>• Cash Flow</li> <li>• Suppliers</li> <li>• Experience</li> <li>• Areas to improve</li> <li>• Causes of lose sales</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Areas to improve</li> <li>• New segments</li> <li>• Industry trends</li> <li>• New products</li> <li>• New innovations</li> <li>• Key partnership</li> </ul>		<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Economy movement</li> <li>• Obstacles faced</li> <li>• Competitor actions</li> <li>• Political impacts</li> <li>• Environmental</li> </ul>

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		effects <ul style="list-style-type: none"> <li>● Loss of key staff</li> <li>● Market demand</li> </ul>
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## COMMENDATION

This section will first frame the opportunity. It should answer the question: what problem are you trying to solve? Potentially use a case example to describe the customers’ pain point and how they solve it today. If your product or service addresses something the market hasn’t identified as a problem (for instance, a new mobile app or a new clothing line), then also describe how your recommendation reduces stress, saves money, or brings joy to the customer

After framing the opportunity, describe in detail your recommendation and how it solves that problem. Make sure to list the potential benefits. This portion should also describe the anticipated cost and benefits.

### RECOMMENDATION #1

- **OVERVIEW:** Describe in as much detail as needed your recommendation. If it is effective to include some pictures, this would be a good place.
- **COST:** Provide the cost for implementing this recommendation. This section should include the initial investment, as well as any costs to maintain.
- **BENEFIT:** Explain the benefits for this recommendation. Think of this section as a pitch for why to choose this recommendation over the others.

### RECOMMENDATION #2

- **OVERVIEW:** Describe in as much detail as needed your recommendation. If it is effective to include some pictures, this would be a good place.
- **COST:** Provide the cost for implementing this recommendation. This section should include the initial investment, as well as any costs to maintain.
- **BENEFIT:** Explain the benefits for this recommendation. Think of this section as a pitch for why to choose this recommendation over the others.

## CHANGE IMPACT ANALYSIS

In this section of the plan, provide the details of how these changes will impact key stakeholders and the organization.

### STAKEHOLDERS (DIRECT AND INDIRECT):

Name of Individual and/or Group	Level of Awareness of Change	Level of Support for the Change

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**DETAILED IMPACT ANALYSIS:**

of Individual and/or Potential Impacts / Group	Challenges / Issues	Action (Who will be responsible for the action and timeframes)	Benefits if Used	Risks if Ignored