



# Inovace a podnikání

## Akční plán

# K čemu je to dobré??

- Usnadnění práce
- Lepší dosahování cílů
- Lepší odolnost vůči změně

# Nastavení cíle

**Months**  
Projects  
Processes



**Years**  
Growth  
Profit  
Turnover



Jaký je váš cíl?

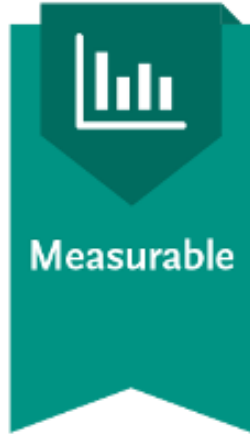


# Being smart

S



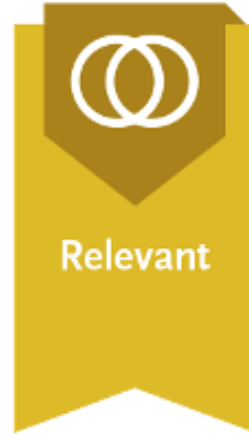
M



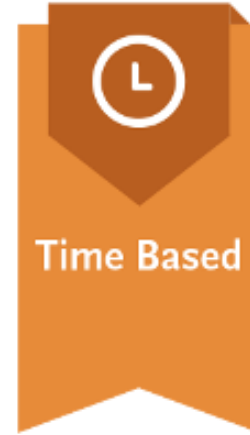
A



R

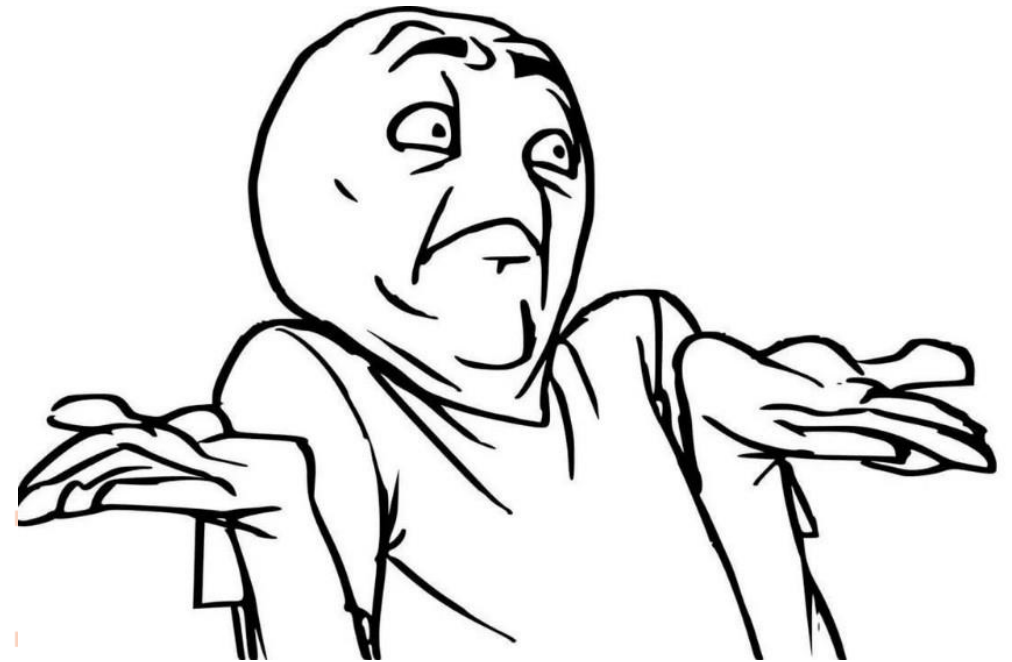


T



# Z vágního....

Chci udělat primární průzkum trhu



# ...ke specifickému

Udělám 10 hloubkových rozhovorů s cílovou skupinou do konce dubna





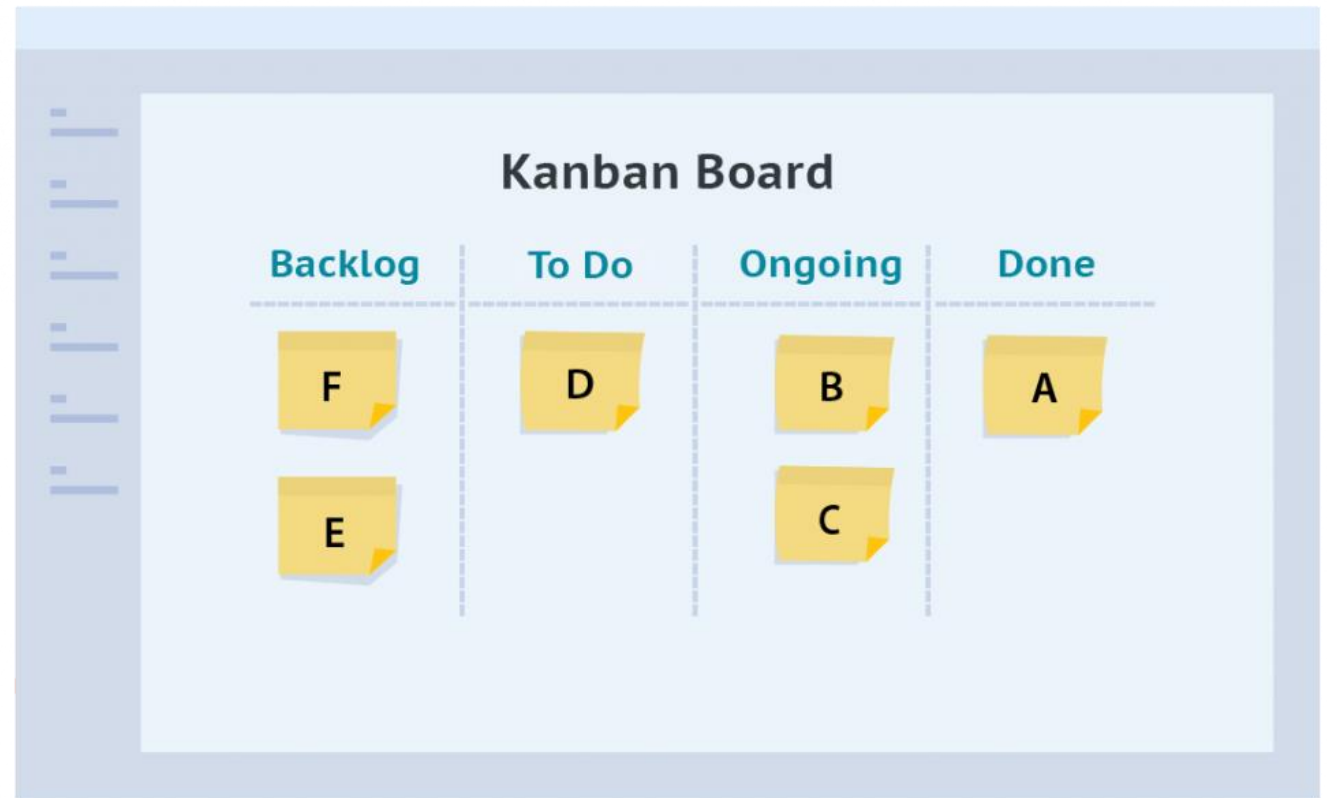
A silhouette of a person in mid-air, jumping over a gap between two cliff edges. The person's arms are outstretched, and their legs are in a jumping motion. The background is a bright blue sky with scattered white clouds and a large, bright sun with a starburst effect on the right side. The overall scene conveys a sense of achievement and overcoming challenges.

Jaké akční kroky je třeba udělat?

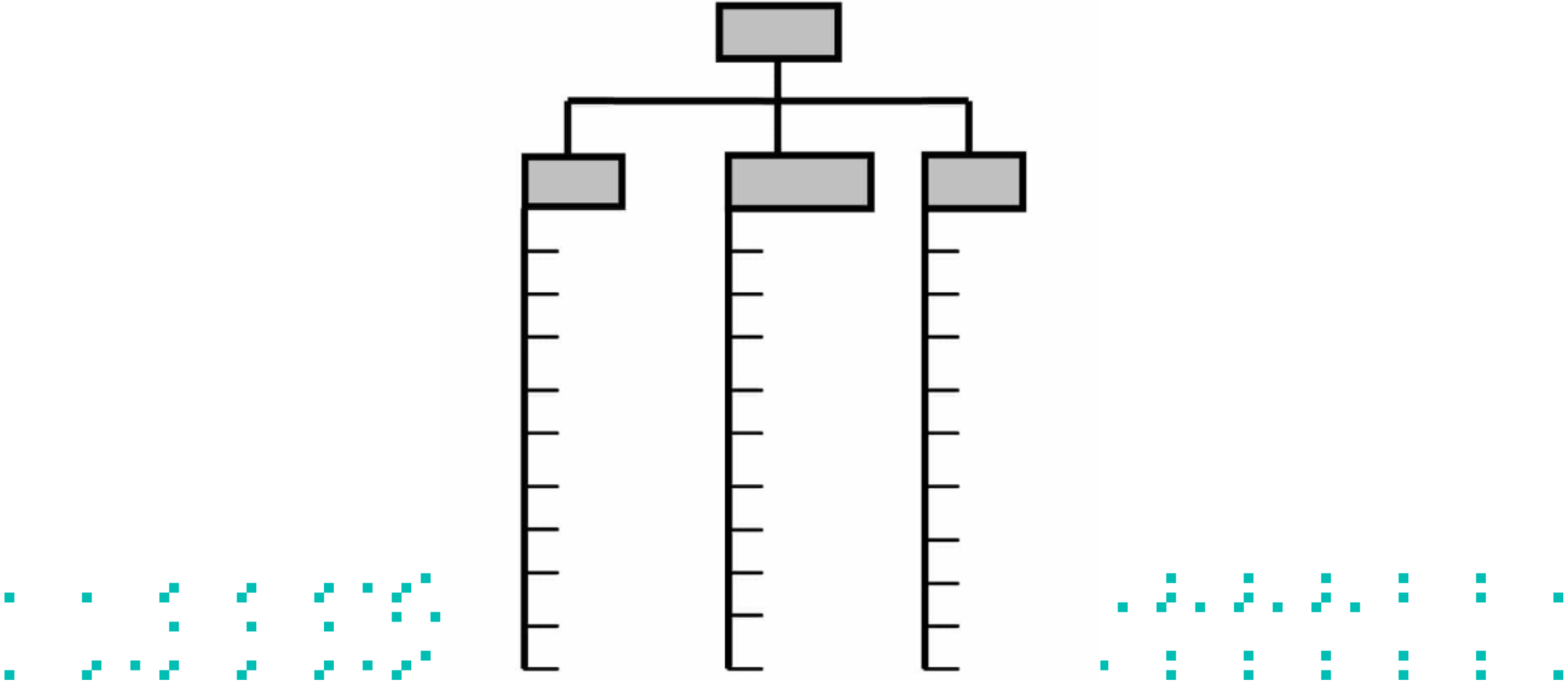


# Vytvořte si seznam úkolů

Všechny, které potřebujete udělat k naplnění cílů




# Break it down



# Akční plán vzor

Cíl	Akční krok	Jak to budu měřit	Jak dlouho to zabere	Dokončeno	Status
<b>10 interviews till the end of March</b>	1. Target group	I know where to find them Target group in LC	1 week	5.3.	
	2. Questions	I have 5 relevant questions	3 days	8.3.	
	3. Feedback	Respondents understand my questions	3 days	8.3.	
	3. Terrain	I have 10 relevant interviews	2 weeks	22.3.	
	4. Analyze data	I know what target group wants	1 týden	29.3.	

# Gantt Chart

Project name: Service packages		Legends:																						
Project owner:		confirmed																						
Project manager:		expected																						
Project phase:		need attention																						
File name:																					preliminary planned			
																					confirmed			
Service packages					2018														2019				Note	
<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>					9.2018	10.2018				11.2018				12.2018				1.2019						
Team	Task in JIRA	Responsible	Start date	Finish date	W39	W40	W41	W42	W43	W44	W45	W46	W47	W48	W49	W50	W51	W52	W1	W2	W3	W4		
Booking BE	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		15.10.2018	30.11.2018																				
Booking FE	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		22.10.2018	23.11.2018																				
UX	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		25.9.2018	15.10.2018																				
Mailing	<a href="https://jira.kiwi.com/browse/PHP-8">https://jira.kiwi.com/browse/PHP-8</a>		15.10.2018	9.11.2018																				
Smart FAQ	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		15.10.2018	2.11.2018																				
Mobile	<a href="https://jira.kiwi.com/browse/MOBIL">https://jira.kiwi.com/browse/MOBIL</a>		19.11.2018	14/12/2018																		full DEV not for MVP, later in Q1/2019		
MMB	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		15.10.2018	31.10.2018																		MMB postponed due to assisted refund		
Balkan																						Will be planned with BALKAN until 9/11		
QA	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		22.10.2018	6.12.2018																				
PureCloud + CS systems	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		26.11.2018	6.12.2018																				
Analytics	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		5.11.2018	23.11.2018																				
Marketing	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		26.9.2018	8.11.2018																				
BTU	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		26.11.2018	7.12.2018																				
Training	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		19.11.2018	7.12.2018																				
Internal communication	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		19.11.2018	7.12.2018																				
Legal	<a href="https://jira.kiwi.com/browse/KPSE-1?src=confmacro">https://jira.kiwi.com/browse/KPSE-1?src=confmacro</a>		10.12.2018	28.12.2018																				
Go-Live on selected traffic AB testing			10.12.2018	10.12.2018																		should be live in 12/2018 or 1/2019		
Go-Live on full traffic			Q1/2019	Q1/2019																		must be defined based on AB testing result		



# Akční plán

- Kdy začnete
- Kdy skončíte
- Očekávání vs realita
- Akční plán se může měnit

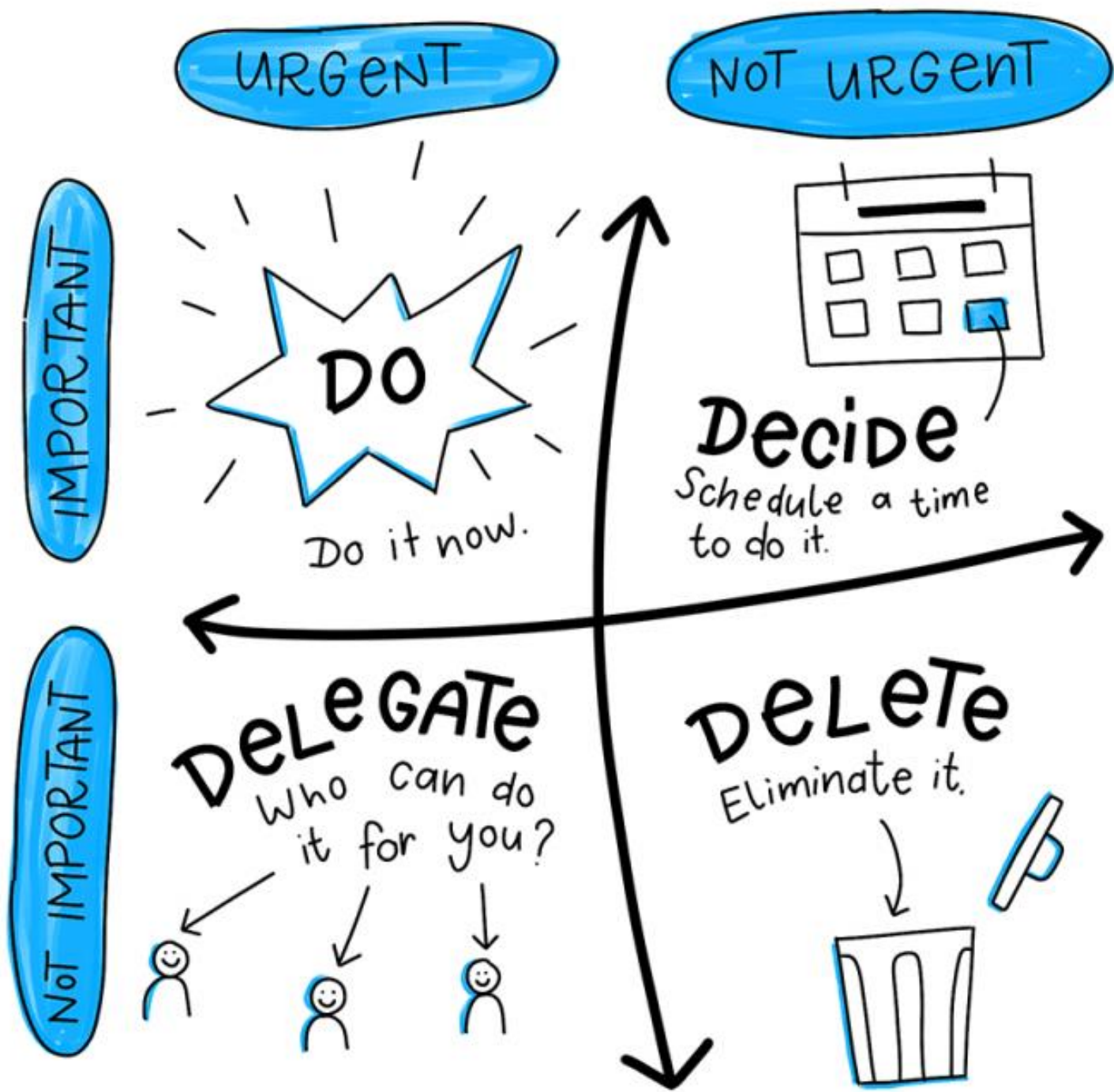


# Deadline

- Stanovujte si realistický deadline
- „Buffer“

pixelo







# Stop- Start- Continue

- Retrospektivní nástroj



1.

Vím čeho chci dosáhnout

2.

Měřitelné cíle

3.

Napište si všechny úkolu

4.

Nastavte si deadline

5.

Vizualizujte své plány

6.

Průběžné hodnocení



# Workshop

- Vezměte si svůj projekt tak jak je teď
- Zamyslete se jaký je váš první cíl
- Jaké akční kroky musíte podniknout?
- Kdy budete mít hotovo?



It makes sense  
Thank you.

