

## ACTION PLAN 1

**S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

My goal is to update/ re-do our "about" page on our website to increase applicants/goal orientated applicants. Will be able to measure via website traffic, hiring percentage, and how many of new hires stay for longer than 90 days.

**BOTTOM LINE: Benefits of Achieving Your Goal**

The benefits of achieving my goal will result in applicants knowing that there is a career path available and can be achieved by hard work.

**Consequences of Not Achieving Your Goal**

Having a vague about page and continue to get applicants who sometimes show up for their interviews.

When will you start? 8/1/2022

How will you gauge your progress? When? Using which metrics?

Progress can be measured by the traffic that goes to our website (put QR codes on HR cards/business cards to handout to future applicants/put QR codes around the dealership).

What specific actions will you take to achieve your goal? Who can help you?

Specific actions to take:

Meet with specific employees about the success stories: I want the website to include success stories of current employees and their career paths and then link those success stories to certain job openings that we have currently (if someone started in recon and are now a GM, then we will have the success story followed by a link to apply for recon, etc.).

#### Potential Challenges?

Some employees might not want to share their story. Working with IT and website thirdparty to make the wanted changes/ there might be limitations.

#### Potential Solutions?

Hiring motivated people, applicants and customers learn more about us, our staff and their success stories. Encourage people to apply if they see/read about someone in the same position they were going to apply for.