

C.A.M

The Critical Action Matrix

This approach to business planning is focused on the fact that decisions in one area of your business will have some affect on another part of your business.

With this truth in mind Business Navigators has developed a matrix approach which forces us to consider each of the seven areas of business in the planning process.

We look at “Last” the period we just finished. Usually we look at the past 12 months.

We look at “Next” the period just ahead. Usually the next 12 months. Though often we focus on a five year period.

We look at “Variance”. What is the difference between where we are and where we will be and most importantly we look at the “The critical action plans” to be implemented which will get us to our goals.

Each of these elements are viewed through the lens of each of the seven areas:

Office

Accounting

Marketing

Sales

Production

Physical Plant

Management

The Critical Action Matrix reduces the possibility of missing an important consideration in planning which could stop success