

START, STOP, CONTINUE



A Start Stop Continue action plan helps you turn reflection into action. Use this template to identify what you should start doing to strengthen your brand, what you should stop doing because it prevents progress, and what you should continue doing because it supports your goals. It gives your team a clear and structured way to agree on priorities and move forward with confidence.

START	STOP	CONTINUE
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
7.	7.	7.
8.	8.	8.
9.	9.	9.
10.	10.	10.