

After Action Review Guide

Step 1: Continue

What worked really well for your brand this year? What was successful in your marketing efforts? These are things you'll want to keep doing! Start by auditing your campaigns, and yearly strategy from 2023. Dig into the data, metrics, etc. Write down in detail what you know you need to continue doing in 2024.

Step 2: Improve

What didn't go so well, but you know you need to keep investing in it? What do you need to improve upon? Go back through those same campaigns and metrics you did for the Continue column. Same thing for the yearly strategy from 2023. Dig into the data, metrics, etc and look at what needs to improve in order for you to hit your business goals. Write it all down!

Step 3: Begin

No more delays! What does your business need to start doing this year that it did not prioritize in 2023? Demand gen? Starting the rebrand process? Market research for that offering your customers have been asking for? Write down all the things you need to start doing in 2024!

Step 4: QUIT!

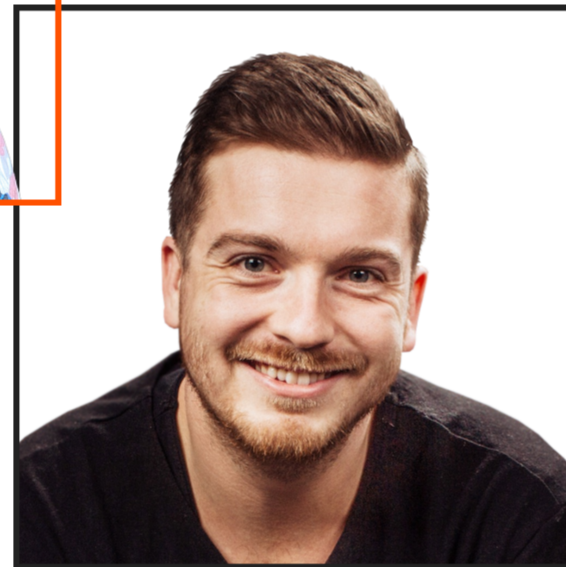
Consider this the only time I will give you permission to be a quitter in life. What do you need to give up on? What brand or marketing investments just weren't good for your business? What mindsets as a leader do you need to quit allowing into your brain? Write them all down.

Annual Strategy Time!

Once your AAR is complete, you can use what you wrote in crafting goals and strategies for the year. This AAR comes in handy during budgeting meetings, workshops, and annual planning sessions with your executive team. Do this ahead of time and you'll show up prepared for those conversations. You will also contribute a ton more value to the business goals when you come to those meetings with this filled out.

Remember, give yourself grace for 2023. Try and include yourself in all of the buckets as well. What do you need to keep doing, improve upon, begin, and quit in 2024? Your team will follow the rhythm of their leader. To be someone who elevates your firm's brand and amplifies your message in 2024 you have to start with YOU as one of the gatekeepers and revenue stakeholders of the business.

YOU GOT THIS!



Need help breaking through in 2024?

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