

**ACTION**  
**SURGE**  
**BLUEPRINT**

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**STEP 1****Draft the idea**

Write, draw, or diagram your idea.

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**STEP 2****Uncover the passion**

List out the reasons why you want to bring this idea to action on the same page.

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**STEP 3****Construct the idea statement**

An idea statement is the anchor of what you want to achieve. A good idea statement gives specific direction and context, yet is clearly understood and concise.

## STEP 4

### Complete an Actionstorm

Answer the following question in as many ways as you can:  
What could be done to achieve this idea?

## STEP 5

### Enhance your Actionstorm

Challenge yourself to be ultra-specific with each of the action items you captured. Break down large tasks with sub tasks.

## STEP 6

### Legend your Actionstorm

Draw a 😊 next to the action items that you can complete in 5 minutes or less.

## STEP 7

### Take quick action NOW!

Pick one of those action items that you just drew a smiley face next to. You know it will take you 5 minutes or less, so DO IT NOW!

If time is still tickin' after you complete one action item, why not sneak in one more and cross off two right now.

## STEP 8

### This is your Action Plan – write your name on it.

You will map out your action journey by putting together an Action Plan that you know you will follow. Scan through your actionstorm on page 2. Choose action items you commit to complete and place at least three in each of the time buckets below.

## 'S ACTION PLAN

*(fill in your name)*

### Actions to complete in the **next 48 hours**

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### Actions to complete in the **next 10 days**

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### Actions to complete in the **next 30 days**

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### Actions to complete **beyond the first 30 days**

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# ABOUT THE SURGE

## We've helped people take action on ideas for:

customer support services  
gaming platforms  
codes of conduct  
traffic apps  
career changes  
marathon training plans  
marriage proposals  
new skill development  
TV show concepts  
gift giving

### Individuals

What's that idea you've been sitting on? That idea in the back of your head? It deserves action. You deserve to see it surge ahead. We'll help you do it, and we'll help you learn to do it with every idea, every time.

### Organizations

You generate lots of ideas. Lots is an understatement, right? We've all seen those huge flip charts full of ideas. What the heck happens to them? We'll help you surge ahead on all your great ideas.

**actionsurge.com**

### BONUS STEP!

#### Find a friend or coworker who needs to take action.

Go to [actionsurge.com](https://actionsurge.com) and print out another copy of the Action Surge Blueprint for your friend.

Or just tell her, "Your ideas are great! Time to take action!" and send her over to [actionsurge.com](https://actionsurge.com)