

The PATH® Method

Activity List & Prioritization

A-1 Project

Develop mrkt./sales plan for new product

Rank <small>A,B,C - Then A1, A2, A3 etc.</small>	Activities	Start
✓ A3	Define the media	
A1	Draft major concepts & benefits to emphasize	Tues 8- 10:30
A4	Tie to media to be used	
A2	Outline text for the message	Wed PM
A5	Develop a consistent design	
B3	Write and finalize the text	
B2	Develop graphical elements	
B1	Find graphical talent	
A6	Obtain budget approval	

T = Time

WIN® with at least your A-1 Activity in Your Calendar!