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|-------------------------|-------------------------------|
| Activity Manager | name & date/period |
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| project/priority/task | objective(s) including goal steps if necessary | measures | current status including effort and investment applied | projected/actual result, timescale and return |
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NB 'Return' equates to the value of the result projected or achieved, in whatever terms are relevant. Normally gross margin or contribution are useful measures of return on effort. If necessary or helpful calculate total projected and actual return for the period concerned, and show this at the foot of the sheet. Break big projects down into key elements and steps and comment on each separately to increase control and understanding of the factors involved. Quantify effort and investment in any way that is appropriate,