**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11702&utm_source=integrated-content&utm_campaign=/content/business-after-action-report-templates&utm_medium=After+Action+Report+doc+11702&lpa=After+Action+Report+doc+11702)AFTER ACTION REPORT TEMPLATE**

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| PROJECT |  | SCOPE |  | OBJECTIVES |  | STAKEHOLDERS |
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| --- | --- | --- | --- | --- | --- | --- |
| WHAT DID WE EXPECT TO HAPPEN? |  | WHAT HAPPENED? |  | WHAT WENT WELL AND WHY? |  | WHAT AND HOW CAN WE IMPROVE? |
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| CONCLUSION |  | ACTION PLAN |
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**AFTER ACTION REPORT TEMPLATE WITH EXAMPLE DATA**

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| PROJECT |  | SCOPE |  | OBJECTIVES |  | STAKEHOLDERS |
| Positive Charge social media campaign |  | Social media campaign budget review |  | Determine if we stayed on budget.  Identify where we can save money. |  | Positive Charge marketing team and executives |

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| WHAT DID WE EXPECT TO HAPPEN? |  | WHAT HAPPENED? |  | WHAT WENT WELL AND WHY? |  | WHAT AND HOW CAN WE IMPROVE? |
| We expected to stay within a $9000 per month budget for our social media campaign. |  | We stayed within budget during the first month of the quarter.   We were $1000 over budget in the second month and $2000 over in the last month. |  | We stayed within budget for the first month because our market estimates were correct. |  | We need to factor in the rising costs of advertising on social media platforms due to inflation and other factors.  We will anticipate cost increases by increasing our budget. |

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| CONCLUSION |  | ACTION PLAN |
| We need to be more flexible with our budget and anticipate rising costs. |  | Propose budgets for different social media campaign cost estimates each quarter. |

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