

One Page Business Plan

Strengths:

Significant internal resources and capabilities that will help the company achieve its mission.

Weaknesses:

Significant internal problems or shortcomings that will limit the achievement of the mission.

Opportunities:

External conditions that if properly exploited, will help the company achieve its mission.

Threats:

External conditions that if unaddressed, will cause the company serious harm.

Mission:

The organization's fundamental purpose. It commonly includes what we do, who we do it for, and our points of differentiation.

Vision:

Describes what the organization wants to be in the future. It is a source of inspiration.

Brutal Fact:

According to author Jim Collins, what keeps you up at night — often it is the "elephant in the room."

Core Values:

Strong beliefs about how the company should operate that drive culture, goals, and strategies.

Goals:

Start with BHAGs (Big, Hairy, Audacious Goals made popular by author Jim Collins.) Then fill in step goals for sales and profit for the next three years. Include other goals using the SMART methodology (Specific, Measurable, Attainable, Realistic, Timely.)

Target Markets:

Based on current operation, list the major categories that describe your best customers.

Top Competitors:

Summarize who they are and how you compare.

Unique Business Proposition:

For (target market) who (describe need), (this product) (how it meets need). Unlike (key competitor), it (important distinguishing feature).

Exit Strategy:

Select your most likely exit strategy and time frame.

Marketing Strategies:

Statements describing what you will do to achieve your revenue goals. May include changes in products/services, pricing, promotion, target markets, distribution, etc.

People Strategies:

Statements describing what you will do to build and develop the human resources needed to achieve your goals. Include employees, suppliers, subcontractors, & strategic partners.

Financial Strategies:

Statements describing what you will do to achieve goals in revenue, profits, cash flow, solvency, etc. May include financial information systems, ratios, capital needs, etc.

Operations Strategies:

Statements describing what you will do to improve efficiency and capacity. May include improvement in customer service, production, "back office" functions, etc.

Key Performance Indicators:

Measures that indicate success in achieving business goals.

90 Day Critical Action Items:

The most important short term action steps to pursue your strategic objectives.

Strengths (#1):

1)

2)

3)

Weaknesses (#1):

1)

2)

3)

Opportunities (#1):

1)

2)

3)

Threats (#1):

1)

2)

3)

Mission (#1):

Vision (#1):

Brutal Fact (#1):

Core Values (#1):

1)

2)

3)

4)

5)

Goals (#1):	Revenue	Profit
BHAG	_____	_____
YR 1	_____	_____
YR 2	_____	_____
YR 3	_____	_____

Other Goals (#1):

1)

2)

3)

Exit Strategy (#1):

Passer Innie

Outie Squeezer

Time Frame:

Not Before _____ Not After _____

Top Competitors (#2):

1)

2)

3)

Unique Business Proposition (#2):

Target Markets (#2):

1)

2)

3)

Marketing Strategies (#2):

1)

Responsible Person:

Measurement:

2)

Responsible Person:

Measurement:

3)

Responsible Person:

Measurement:

4)

Responsible Person:

Measurement:

5)

Responsible Person:

Measurement:

People Strategies (#3):

1)

Responsible Person:

Measurement:

2)

Responsible Person:

Measurement:

3)

Responsible Person:

Measurement:

4)

Responsible Person:

Measurement:

5)

Responsible Person:

Measurement:

Financial Strategies (#4):

1)

Responsible Person:

Measurement:

2)

Responsible Person:

Measurement:

3)

Responsible Person:

Measurement:

4)

Responsible Person:

Measurement:

5)

Responsible Person:

Measurement:

Operations Strategies (#5):

1)

Responsible Person:

Measurement:

2)

Responsible Person:

Measurement:

3)

Responsible Person:

Measurement:

4)

Responsible Person:

Measurement:

5)

Responsible Person:

Measurement:



TAKE ACTION!

Key Performance Indicators (KPIs) You Will Track (#4):

KPI #1:

Goal:

KPI #2:

Goal:

KPI #3:

Goal:

KPI #4:

Goal:

KPI #5:

Goal:

90 Day Critical Action Items:

1)

Responsible Person:

2)

Responsible Person:

3)

Responsible Person:

4)

Responsible Person:

5)

Responsible Person: