



ONE PAGE STRATEGIC PLAN

Introduction

Business Strategy Is The Process Of Setting Goals & Determining Actionable Steps Required To Achieve Them.

Why is the One Page Strategic Plan valuable?

Two words: *Clarity & Accountability*

Most businesses either have no plan at all, or an extensive business plan that is written then forgotten.

The purpose of The One Page Strategic plan is to align corporate goals and help determine the actions required to see real results.

As you explore this document you will encounter some important questions related to goal setting, corporate vision, financial targeting, and SWOT analysis.

You can utilize this framework for overall corporate objectives, and break it down into strategic plans for the different departments within the larger business eco-system for even more clarity.

"Sound strategy starts with having the right goal."

- Michael Porter



Aspirational Goal

What Will Your Business Achieve In 20 - 30 Years?

20 - 30 years is a long way into the future, why is setting this goal important?

Businesses and people need to understand the direction they are heading long-term in order to feel motivated.

Human nature is inclined to work best when there is a Big Idea present that can clarify shorter term decision making.

Tip: It is useful to have your Aspirational Goal highly visible within your business. Print it out and post it around the workplace.

“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.”

-Pablo Picasso



Purpose

Your Aspirational Goal Is The Big Picture. Purpose Is The Driving Force Behind This Goal.

In other words, your purpose is “The Big Why?”

It's best to look at the purpose as why the big goal is important.

What role does your goal have in the marketplace or society at large?

Purpose statements should be:

1. Specific
2. Concise
3. Goal Oriented

“There is a powerful driving force inside every human being that, once unleashed, can make any vision, dream, or desire a reality.”

- Tony Robbins



Core Values

Core Values Are The Foundation Of Your Business That Drives Purpose.

What is a core value?

A core value is a fundamental belief that shapes the way you look at challenges and make decisions.

It can be something as simple as being honest, taking risks, being conservative, disciplined, adventurous, direct, or being community focused.

Ultimately, your core values should be the raw ingredients of your corporate culture.

Most businesses have anywhere between 3 to 8 different core values.

The idea is to not spread your values too thin, as they lose their individual power the more you try and focus on.

"Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not."

--Oprah Winfrey



Brand Promise

**Brand Promise Is The Commitment Your Company Makes
To Your Customers & Stakeholders.**

How does a Brand Promise differ from Purpose?

Brand Promise focuses on each interaction with your customers, rather than purpose, which addresses the overarching reason behind your company's aspirational goal.

Effective Brand Promises should create a tangible benchmark that customers can expect day to day.

A great example of Brand Promise is Geico's:

"15 minutes or less can save you 15% or more on car insurance."

"Your premium brand had better be delivering something special, or it's not going to get the business."

- Warren Buffett



Elevator Pitch

In 30 Seconds, How Are You Going To Articulate Your Business To A Perfect Stranger?

What should an Elevator Pitch cover?

It's hard to fit an entire business and its products and services into 30 seconds right?

Well, the key is focusing on the right format that covers your business description, the aspirational goal and the brand promise.

This gives people a sense of what industry, products and services your business provides as well as a sense of what your goals and value they can expect to encounter on a daily basis.

For potential investors you may want to include a section on key financials and KPI's.

“Make a choice about what's important and let everything else go.”

- Peter Coughter



KPI'S

Design A System That Can Quantify & Validate Your Efforts.

How to identify your Key Performance Indicators?

Each business is unique in its own way. However, there are a few areas that you can focus on and build metrics around.

Employee Satisfaction: If you are focused on creating an environment that promotes employee development you may want to create a system that tracks how happy employees are and how that relates to productivity

Life-Time-Customer Value: Usually the first sale is the beginning of a relationship. How much are your customers expected to purchase from you over their lifetime? You can even track yearly customer value to get a better idea of how much your marketing dollars are returning in revenue.

Best & Worst Products: Identify how much revenue specific products and services drive quarterly, annually and the way their revenue cycle ebbs and flows.

“Not everything that can be counted counts, and not everything that counts can be counted.”

- Albert Einstein



Targets

Breaking Down Our Goals Into Smaller More Manageable Targets Is A Sure Way To See Results.

How should the different Targets be approached?

3- 5 Year Targets: These targets should focus on implementation of larger scale missions. Perhaps entering new markets, whether opening more offices, or adding new products and services that are outside the scope of your current business.

1 Year Targets: Focusing your energy on goals substantial enough that they require a year to achieve. Perhaps meeting certain profit levels, or reorganizing the structure of your company.

90 Day Targets: These goals should break down the larger yearly goals into specific actionable items that need to be realized in order to reach our 1 Year Targets. Sales Results, Setting Up Key Partnerships, Finishing Projects etc.

“A goal properly set is halfway reached.”
- Zig Ziglar



SWOT

Reaching Goals Requires An Accurate Assessment Of A Current State Of Operations.

Who needs to be involved in a SWOT analysis?

Most businesses understand the concept of a SWOT Analysis, where they go wrong is who should be involved in identifying the Strengths, Weaknesses, Opportunities, & Threats.

High-Level Management: The Executive team is the most common set of people involved in the analysis and should always be the final decision maker when establishing which factors to consider.

Employees & Mid-Level Managers: Executives sometimes overlook some key indicators that are preventing them from achieving goals. Bringing in operational employees and mid-level managers can be of great value uncovering major hang-ups.

Outside Partners & Experts: Talking with other business contacts and industry experts can uncover larger market trends and opportunities for growth.

*“Strength and growth come only through
continuous effort and struggle.”*

- Napoleon Hill



Internal Resources

Building A Business Involves Growth Within Your Business.

What Internal Resources are required for growth?

Based on the picture of the future you are pursuing, you should start to have some ideas of what resources your business is going to need to succeed.

Write down all the tools, resources and partnerships that could be important to your success, then rank them according to priority.

Once you've got a list, determine how much of them can fit into your budget and start making decisions about when to acquire them.

Tip: Sometimes it is not viable to buy everything we need all at once, based on priority, you can include some of these resources and tools into your quarterly, yearly, and 5 year targets.

*“If the only tool you have is a hammer,
you tend to see every problem as a nail.”
- Abraham Maslow*



Revenue Sources

Develop a laser focus on the forces that drive revenue for your company.

Pareto Principle states 80% of productivity comes from 20% of activity? What is your 20% driving Revenue?

Many businesses want to be a lot of things to many different people. Sometimes it takes a moment to step back and approach our revenue and business activities objectively.

Establishing whether or not any business services or products are eating away at profitability is critical to long term success.

Take a look at what happened to Apple after Steve Jobs left. Then what happened upon his return of taking back over the position as CEO. He simplified their business model to focus on products that actually drove profitability.

*“Innovation distinguishes between a leader and a follower.”
- Steve Jobs*



One Page Strategic Plan



Aspirational Goal (20 - 30 year idealistic goal)

Purpose

Core Values

Brand Promise

KPI's

Elevator Pitch

3 - 5 Year

1 Year Target

90 Day Target

Date:

Revenue:

Profit:

Cash:

Date:

Revenue:

Profit:

Cash:

Date:

Revenue:

Profit:

Cash:

Priorities

- 1.
- 2.
- 3.
- 4.
- 5.

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- 1.
- 2.
- 3.
- 4.
- 5.

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- 1.
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Strengths & Weakness

Internal Resources (Equipment, Hiring, Partnerships)

Key Sources Of Revenue (Products/Services To Sell)