

One Year Action Plan for Success All on One Page!

Cheshire Puss, "she began, rather timidly. . . "Would you tell me, please, which way I ought to go from here?"
"That depends a good deal on where you want to get to," said the Cat.
"I don't much care where-" said Alice.
"Then it doesn't matter which way you go," said the Cat
"-so long as I get somewhere," Alice added as an explanation.
"Oh, you're sure to do that," said the Cat, "if you only walk long enough". Lewis Carroll, Alice in Wonderland

Would you drive to Florida without a map? Would you buy a car without test driving it? Would you wait until you're sick to get insurance? If you answer NO to these questions, you are ready to develop a business plan. Bankers require them to lend businesses money; investors will not even talk to you without one, and your business really, really wants one! Here are the steps to develop a basic, one page, and dynamic, working business plan.

Business Name: _____ **Date:** _____

Vision: Strategy statements should stimulate thinking, communicate passion, and paint a very graphic picture of the business you are growing. **How do you visualize your company in the future? What is your burning desire for your business?**

.....
Mission: Mission Statements always answer the question, "Why will customers buy this product or service?" **What will cause our customer to shake their head "yes" in understanding?**

.....
Core Beliefs and Values: Outcomes clarify what it is you are trying to accomplish in specific, time measurable goals. **What accomplishments must this business achieve within one year to be successful?**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

.....
Desired Outcomes = Goals: Core Values set the direction, philosophy, values, and methods for growing and managing your company. **How will this business grow and be managed over time? What values will we not stray from daily?**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

.....
Projects: Projects or plans are the specific actions the business must implement to achieve the desired outcomes. A project will often have one or two more detailed plans to support these specific projects (marketing plan, sales plan) **What specific projects and actions will be taken this year to achieve the objectives?**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

That's it! If you can succinctly answer these questions, you will be on the path to a workable plan for your business. From this point you can develop a fiscal plan, sales goals and profitability goals to use as benchmarks on your road to success.