

# One Page of Business Planning Ideas

Some key comments on each of the 5 sections:

## 1. VISION STATEMENT

- ... graphically describing how you visualize your business
- ... should be big.. bigger than you could possible achieve alone
- ... capture the passion!
- ... Expansive and idealistic

## 2. MISSION STATEMENT

- ... reflecting your passion and describing why the business exists
- ... the role you play in making the vision come true
- ... answers question: why will customers buy this product or service?
- ... Short, powerful, memorable

## 3. OBJECTIVES

- ... specifically defining what must be accomplished to be successful
- ... concrete, specific, **measurable**, dated goals
- ... Keep meaningful by making them specific AND important
- ... Prime tool for accountability
- ... Possible areas for objectives (can have up to 8 or 9):
- ... Financial, Marketing & Sales, Operations, Human Resources, R&D, Manufacturing, Personal, Other

## 4. STRATEGIES

- ... describing what will make the business successful over time
- ... how you plan to achieve your objectives
- ... What strategies are appropriate, specific to your industry?
- ... Do your strategies describe:
- ... How the business will be built and managed
- ... How we will capitalize on market opportunities
- ... How we will solve our business's critical problems?
- ... Usually 4 to 6 core strategies

## 5. PLANS

- ... clearly stating what actions must be initiated and completed this year
- ... specific steps (with a date goal) you want to take to make the strategies real
- ... Only put IMPORTANT items here, not urgent! (First things first!)
- ... Focus on items that BUILD the business, not routine or repetitive tasks)
- ... If appropriate, include WHO responsible as well as WHAT and WHEN
- ... Tie back to Objectives, which tie back to Strategies

## Using the 1-Page Biz Plan:

- I Keep it with you.
- I Update it with new thoughts
- I Share it with people you trust and whose opinions you value.
- I Measure your progress at least quarterly.
- I Prepare a budget to match the plan