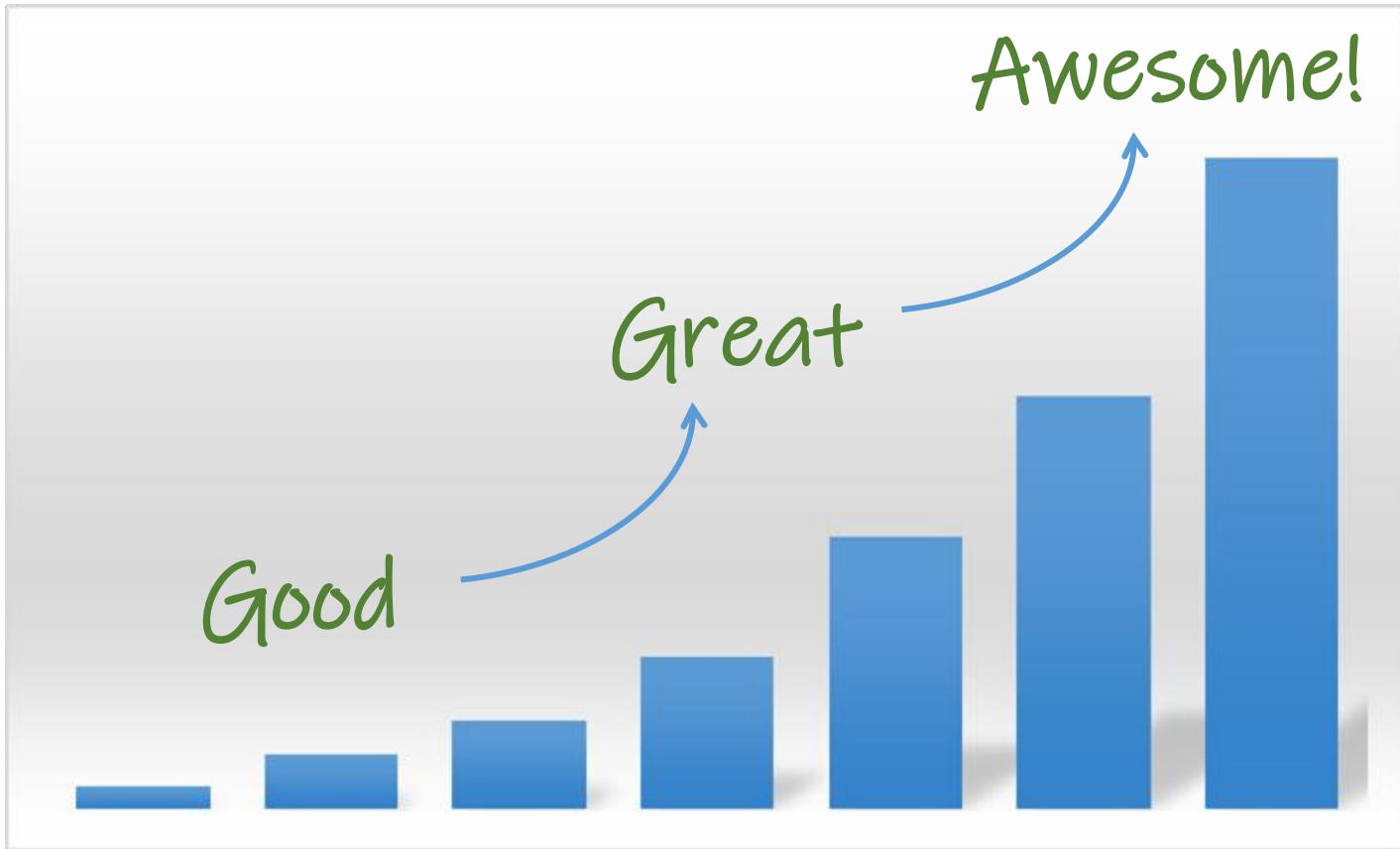


So you want to plan a better business?



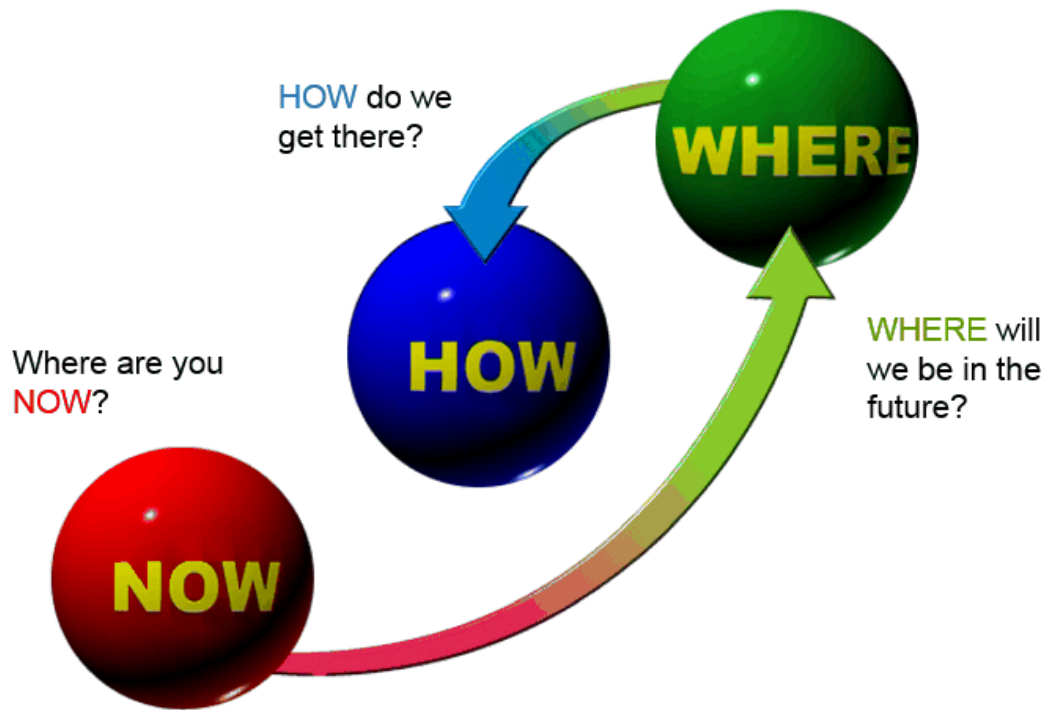
.....Here's a simple process that works.

How to use this guide

1. This short guide outlines a simple but effective 4 step process to build a business plan. Don't be deceived by its simplicity, this process works.
2. If you follow the steps in sequence your plan will provide you with a clear statement of objectives and outcomes and some prioritised actions, responsibilities and timeframes to help you achieve your business goals. While the process is simple, it will work for any business, regardless of size or sector and the results will reflect the rigour with which you apply it.
3. The 4 step process will help you get from where you are NOW to WHERE you want to be and it forms the foundation of every business plan I work on.
4. If you wish to dig deeper you will find some examples of tools that you could use to help you,
5. If you have any questions you can contact me using the details on the final slide.

Good Luck!

The basic process



1. Stick a peg in the ground – What's happening **NOW** in your business, what's working, what isn't?
2. Create a vision of **WHERE** you want to be in one, two, or three years time. What could your business look like?
3. Now you have defined your success, **HOW** are you going to get there? What strategies and actions do you need to implement?

If you ask the questions in this order you will develop actions that are focused on moving you forward to achieve your vision. This is how you can do it.....

Step 1: Where are you NOW?



There's no such thing as a typical business. You and your business are unique. What are the important questions you should ask about your business to clarify where it is right now?

Step 2: WHERE do you want to be?



This is your vision.

Perhaps you want to increase your sales, but there's little point in investing in marketing if you don't have a sales process to convert your customers. And you can't have happy customers if you can't deliver the results promised in your marketing. Look at the whole picture: Do you have the right people and processes? How much profit and cash do you want to generate to make it all worthwhile?

Step 3: HOW are you going to get there?

1. What are all the things you could do that would help you achieve your vision? - Write them down – you could use a mindmap, or whatever works for you.
2. You can't do all of them at once so which would be the most impactful? 20% of your ideas will probably give you 80% of your results. These are the actions you should prioritise.
3. You will also find that some ideas are easy to implement. Maybe you could start with the easy stuff and get some runs on the board. After all, success breeds success.
4. Whatever you do, don't try to start everything at once. Its too hard - you will put too much pressure on yourself and your team.
5. Bring everything together in a One Page Plan (see the next slide). This keeps things simple, it articulates where you are **Now, Where** you want to be, **How** you will get there, **Who** will be responsible and **When** they are going to do it.
6. Identifying who and when promotes accountability which is perhaps the most underutilised tool in business.
7. Don't forget to share your plan so that your staff and those who are important to you know what you want to achieve. Better still, get them to help you develop it.

Step 4: Put it together in a One Page Plan

Keep it simple: Here's a real example. It worked for this business and a One Page Plan will work for your business too.

"NOW" is what you are dealing with NOW - It is a motivator for change.



Key strategies and actions to focus on

ONE PAGE PLAN - ABC Co

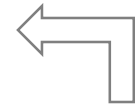
NOW - Date
<ul style="list-style-type: none"> \$2.4m sales for 20XX – declined 15% Increasingly lumpy revenue Market stressed –all competitors doing it tough Declining profit – 5% return on sales Segmentation of profit not clear – by customer or service Inconsistent invoicing of labour and parts No active or targeted marketing

HOW



WHERE - Date
<ul style="list-style-type: none"> On track for 3.0million sales in 20XX. Growth based on targeted marketing Targeted Marketing underpinned by Competitive advantage and good collateral, incl. website Good visibility of profit by segment All material and labour charged Efficient information time utilization and work processes Net profit \$500K 16%

"WHERE" is a summary of WHERE you want to be. It is the reward for your time & effort.

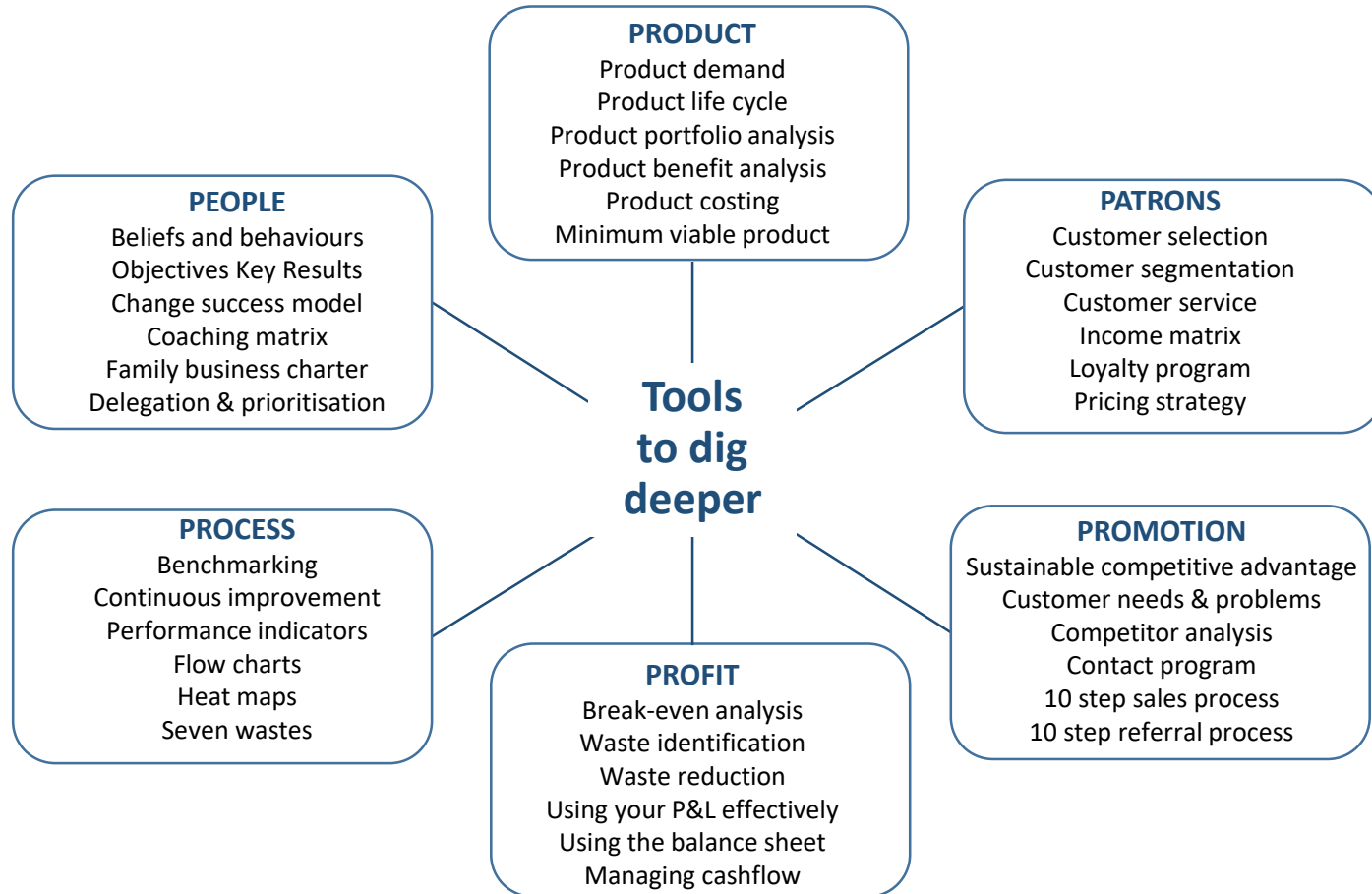


Who and When promotes accountability

STRATEGIES	ACTIONS	WHO	WHEN (completed)
Restructure accounting system to provide more decision useful information	<ul style="list-style-type: none"> Revise chart of accounts Ensure all stock accurately accounted for Develop consistent performance reporting, process, including trends 	Ann Bill Col	Aug Aug Sep
Streamline job scheduling, costing and invoicing to decrease admin paperwork and increase accuracy of input	<ul style="list-style-type: none"> Review IMS options including xxxxxxxx Discuss with xxxxxx Implement through the selected service provider 	Col Col Col	Aug Sep Nov
Increase awareness of business capability amongst targeted customer segments	<ul style="list-style-type: none"> Develop income matrix for 20XX Develop Statement of Capabilities Refresh website Commence targeted contact program 	Ann Des Ann Bill	Aug Sep Nov Sep
Increase operational efficiency by reducing waste in the business	<ul style="list-style-type: none"> Develop consistent performance reporting, process, including trends Maximize use of consignment facility Perform a waste audit. 	Bill Bill Des	Sep Aug Sep

Digging deeper

If you follow steps 1 – 4 above you will develop a practical plan that is focused on achieving clear goals. If you want to dig even deeper you can contact me so that we can start using a whole “box” of tools to help you Build a Better Business. Here are just some examples.....



Next steps

Don't know where to start?

You could try completing this free 25 question business diagnostic. It will help identify key improvement opportunities in your business and offer some practical recommendations.

or

You could enroll for a free online business problem solving course. This contains 12 modules with 12 videos, narrations and worksheets. Its very hands-on so its best if you know what problems you wish to solve before you start it. You could use the course to help work out how to refine and implement your business plan.

or

If you want to fast-track business improvement

Contact me for a free strategy session to help map out the top three challenges in your business and how you can fix them. If you find our conversation valuable we can do some coaching – face to face or online. My coaching platform and all my resources are available online and are accessible anytime from anywhere.

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