Business Plan KISS Style

# VISION

### Tips For Defining Your Vision

Ask yourself (and your team) these questions:

1. Who are you/ what kind of company are you?
2. Do you see your company as local, national, or international?
3. What do you see as possible for your company, team, clients, and yourself?
4. What size will you be and when, revenue and/or the number of team members?
5. What is your focus now?
6. What is your longer-term plan?

### Examples for Defining Your Vision

**Example 1: A specialty construction business**

Construct Superior is a kitchen and bath remodeling business. Our clients are the owners and managers of large apartment buildings. We have 8 locations within California. Our current revenues are 9 Million. We plan to grow by 20% per year over the next 5 years. This will increase revenues to 22+ Million per year by the end of the fifth year [in your plan put down the actual year].

During the next two years, we will capture our knowledge and document everything we do. We envision creating a systematic training system that makes succession easy.

We are developing an exit strategy, with the exit envisioned to occur in about five years. We are evaluating several exit options:

* Sell the business to a third party,
* Sell individual locations,
* Convert the company into an employee-owned company or
* Hire someone to run the company in lien of me and becoming an absentee-owner.

**Example 2: An innovative software company**

HugeData Exquisite is an innovative software company. We revolutionize the process for creating large documents that affect millions of people. The process involves drafting, discussing, modifying and publishing. We work with Federal/ country governments around the world. Revenues are x. While our headquarters are in ... (city, state), our team of y people works in a virtual environment.

Currently, our software is a custom solution which we design for each client. We are working on creating a turnkey product. With this product we can accept smaller clients because we can adapt the product to their needs faster.  The goal is to extend our market to smaller governments and state/ city level government organizations.

### Your Own Vision

Add your own vision here

# MISSION

### Tips for Declaring Your Mission (Business Purpose)

* The mission statement is not long but it is an eight to twelve-word phrase telling the outside world **why** your business exists.
* Any team member needs to be able to remember it. That way it becomes akin to a compass needle to point the way now and long into the future.

### Examples of Missions

* Increase commercial Real Estate profits through affordable, quality kitchen and bath remodeling
* Transform the document drafting process of governments worldwide
* Be the innovative leader in our XYZ industry

Empower our clients to certify and credential professionals through quality testing solutions

### Your Own Mission

Add your own mission here

# GOALS

## Business Goals

### Tips for Setting Your Business Goals

* Write them as SMARTER goals, i.e., they are **s**pecific, **m**easurable, **a**ttainable, **r**elevant and **t**imebound. They become much more achievable if they are **e**xciting to you. Of course, you must **r**ecord (write down) your goals.
* Break bigger goals into smaller ones.

### Examples of Goals

* Increase revenues by 25% by December 31, 20XX
* Create a training system for how we provide our services by … (date)
* Convert our custom software solution into a turnkey product by …
  + Phase 1: Define the requirements for the turnkey product by …
  + Phase 2: Create the beta version by …
  + Phase 3: Test the beta version and establish a list of required modifications by …
  + Phase 4: Make the changes and keep testing by …
  + Phase 5: Roll out the product by …

### Your Own Business Goals

Add your own business goals here

## Personal Goals

### Tips for Setting Personal Goals

You might also like to add a personal goals section. Writing down personal goals, too, helps you keep the balance between your work and private life. Personal goals might be about family, travel, health, hobbies etc.

### Examples of Personal Goals

* Don’t work before 9am and be done with work by 4pm, by …
* Save $x for my kids’ college education
* Get my pilot’s license by …
* Travel 3x per year to exotic locations on my bucket list

### Your Own Personal Goals

Add your own personal goals here

# STRATEGIES

## Business Strategies

### Tips for Defining Strategies for Reaching Business Goals

* There are many areas for which you can create strategies. Here are a few examples:
  + Operations (e.g., workflow, efficiency, quality control, customer service, equipment etc.)
  + Marketing and sales (e.g., online, offline, referral, strategic alliances, branding etc.)
  + Financial (Cashflow management, Accounts Receivable collection, capital investments, profitability etc.)
  + Team development, succession planning, training and systems
  + Product development, intellectual property
* Don’t bite off too many areas and strategies at once. Less is more because you are much more likely to get it done.
* Make sure that your game plan is consistent with your goals. Where appropriate, reverse engineer which strategy will get you to your goal.

### Examples of Business Strategies

1.) Increasing revenues: Increase revenues of our bath and kitchen remodeling company by 25% per year for 5 years to create exit value. [This is a great example for reverse engineering your goal to find the right strategy.]

* 25% of 9M is 1.8M. Our average job size is worth $150,000. Thus, we need 12 more average jobs (1.8M/150k) per year, which is on average one extra job of this size per month.
* The strategy to gain these extra 12 jobs is to
  1. Choose networking groups and trade shows to build more relationships with property managers and commercial real estate investors. Network and speak at these venues.
  2. Increase our online marketing efforts:
     + Blog 2x per month,
     + Write an eBook our clients will want to download.
     + Offer the eBook online and capture leads etc. (hire online growth agency to do that with us).

2.) Prepare for succession and create a legacy with your business while increasing profits:

* Think about which areas of our business are most critical for succession, i.e., which areas are most in jeopardy if key people leave?
* Our expert crew knows what to do but it is not written down. We need simple, yet effective training videos and quick checklists so that we can train new staff faster and consistently. This will increase staff retention and profitability. At the same time, when we exit the business, we will look attractive to potential buyers. They will see that our business has great, sustainable systems including training.
* Break the chosen area/s into categories. For our kitchen remodeling it is cabinets, countertops, flooring, appliances and lighting. For bath remodeling the categories are .... We work on one category at a time. Let’s use GoPro or cell phone cameras to make videos of our expert crew working on the major processes.  We will engage an outside expert who can guide us and build with us a training system from this information.

### Your Business Strategies

Add your own business strategies here

## Personal Strategies

### Tips for Defining Strategies for Reaching Personal Goals

Often, personal and business goals are related. For example, when you organize your workflow better and delegate more effectively you have more time for family, for yourself, and for doing the things on your bucket list.

### Examples of Personal Strategies

1. Track all the tasks I take care off for one week and notice how much time they take and evaluate which of those I can delegate to someone else.
2. Hire a coach as a confidential sounding board and to hold me accountable to my goals

### Your Personal Strategies

Add your own personal strategies here

# ACTION PLAN

### Tips for Defining Your Action Plan

* This includes the specific tactics you will use to achieve your goals.
* I recommend you focus on 90 days. (If you want to set milestones farther into the future you can do that in the goal section.)
* In the action plan, the key is to carve out bite-size steps you can schedule and track.
* You are establishing accountability for yourself and your team. You are establishing it not only for your team but with your team. Once you have everyone’s buy-in, the team execution of the action steps will be a lot smoother.
* Of course, you can also use project management software or an Excel sheet for this purpose. The important thing is to bring your strategies to life with concrete action steps which are not too large. It is important to schedule and track the action steps.

### Example of an Action Plan

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Objective** | **Action Step** | **Priority 1-5**  **(5= highest)** | **Impact**  **(High, Medium, Low)** | **Start Date** | **Finish Date** | **% complete** | **Comments** |
| raise revenues | Identify where we can network with commercial Real Estate Investors |  |  |  |  |  |  |
| raise revenues | Begin networking at first chosen place |  |  |  |  |  |  |
| raise revenues | Apply as speaker at tradeshow xyz |  |  |  |  |  |  |
| build a training system | Videotape the installation of a kitchen countertop; have the lead installer explain the process |  |  |  |  |  |  |
| build a training system | Have the audio of these videos transcribed |  |  |  |  |  |  |
| build a training system | Systematize the information that was captured from our experts and create a training system from it |  |  |  |  |  |  |

### Your Own Action Plan

Add your own action plan here (you can use this table and insert more rows if you need to. Or just type it in without the use of the table.

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