

Business Planning: Four Steps for Exceptional Results

- There is no use running if you are on the wrong road -

The Caterpillar's wisdom from Alice in Wonderland... "If you don't know where you are going, any road will get you there", distinguishes two basic types of business owners; those that work **IN** their business and those that work **ON** their business. Having a written business plan and communicating your expectations for key area results to your company is the difference that makes a difference between wandering through your business year and moving your company to the next level of performance.

Many business owners have a "virtual" plan in mind and operate on an intuitive approach about the actions needed to produce results they want. This may be successful when working alone however; communicating your expectations for results to your employees is more efficient and effective when written. As you read on, discover how using the tools and techniques related to 1) direction setting, 2) focusing, 3) action planning, and 4) reviewing results becomes the foundation for creating a road map for accomplishing exceptional results. In just a few hours, you can apply this simple four-step approach to achieve the results you want by developing a one-page business plan!

Setting direction is the combination of three elements; inspiration, motivation, and logic. The creation of your vision is the 3 – 5 year forward looking

view that inspires your team, exciting them about how their cumulative effort makes a difference to your customers. A simply stated mission is the direct link to employees that helps them connect their work efforts with the company direction. Once created, as long as the nature of your business remains the same, your vision and mission will only need review. Next, an analytical review of external opportunities and threats coupled with introspective examination of organizational strengths and weaknesses (SWOT) quickly develops the driving factors for success and the compelling reasons for action.

Objectives and strategies create focus by refining the direction and amplifying the driving success factors in the four essential aspects of your business; finance, customer, internal processes, and employee development. Determining the 4 – 9 key results that will make a substantial business impact during the next year is the key to focusing on essentials. Objectives provide the specificity of what needs to be accomplished, by whom, with what resources, and the measure of completion. Strategies become the unifying approach to achieve an objective. Agreement on the most effective method to achieve results helps an organization optimize the use of resource need to produce results. Objectives and strategies are the bridge to action planning.

Action planning and periodic reviews are the last steps of your business-planning journey. An action plan simply takes the objectives and specifies the completion date by quarter. Further subdividing each objective into deliverables and assigning responsibility allows each business owner to delegate work to key personnel. For example, an objective of \$2 million gross revenue and be divided into the \$500,000 per quarter and responsibility for results assigned to specific people is the action plan. Reviewing results is the next action needed. Many owners find that creating an “executive dashboard” is an effective way to monitor the 4 – 6 key

indicators of company performance. Charts & graphs display the performance indicators so that trends and tendencies can be easily identified.

Without a means to systematically “observing business results” the daily demands of customers, employees, and business operations will become the seductive distracter keeping you working IN your business. A one-page business plan, focused objectives and strategies, action plans, and performance review process can provide a framework for you to spend quality time working ON your business.

Successfully helping organizations excel

Our approach is innovative and more effective in two critical ways. First, we focus on behavior - how we treat each other - starting with leadership, then teams, and finally individuals, as the foundation for organizational change. Second, we apply an integrated approach to assessing and addressing behavior in your organization that transcends typical leadership development, team building, communication methods, and all other aspects of business solutions.

The fundamental difference in our services

We help you achieve higher results in your organization by custom designing integrated behavior based solutions with procedures and processes that help effectively elevate the unique culture of your organization. This is leadership and performance improvement by design.



Phil Bristol **Managing Principal**

Phil is internationally recognized as an expert in accelerating organizational performance. He has over 25 years of strategic planning, business process improvement, and enterprise-wide project management experience



Gary Yeatts **Principal**

Gary has over 30 years of experience working with organizations and individuals. His focus is goal and strategy development, conflict resolution, change management, facilitation, coaching and team building.

About Projectivity Solutions

Recognized as the leading expert in accelerating organizational performance, Projectivity Solutions provides consulting, mentoring, and leadership development for executives and their teams, enabling them to be more productive and profitable. Their precision services combine essential knowledge and skills with a way-of-working that accelerates organizational performance. Services are performance proven to deliver organizational excellence including increasing profitability, reducing operational costs, improving product quality, enhancing customer service, attracting and retaining highly motivated staff, and building trust and collaboration at all levels of an organization.