

ONE-PAGE BUSINESS PLAN

How will you measure success in finding and retaining employees?

- _____
- _____
- _____

What metrics will you use to measure customer acquisition success?

- _____
- _____
- _____

How will you measure business owners' profitability?

- _____
- _____
- _____

How will you measure production success?

- _____
- _____
- _____

How will you measure progress toward sales goals?

- _____
- _____
- _____

How will you measure progress toward your financial goals?

- _____
- _____
- _____

What are the company values and how do they drive the company forward?

Why does your company want to achieve its goals?

What are your 3 to 5 year goals?

What are the company's 1 year goals?

How will you meet the 1 year goals?

How will you make meeting the annual goals fun?

Which person or department will be responsible for the goals? How will you measure their success?

Year	
Revenue	
Net Profit	
Client Count	
Locations	
Services	
Sales Channels	

Year	
Product Count	
Client Count	
Revenue	
Gross Margin	
Net Profit	
Net Cash Flow	
Accts. Rec Days	
Revenue/Employee	

Year	
Product Count	
Client Count	
Revenue	
Gross Margin	
Net Profit	
Net Cash Flow	
Accts. Rec Days	
Revenue/Employee	

Due Date	
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Criteria for Participation

Quarterly / Annual Theme

You KPI's	Goal
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What 5 actions will achieve success?

- _____
- _____
- _____
- _____
- _____

What 5 capabilities will you develop to achieve the 5 actions for success?

- _____
- _____
- _____
- _____
- _____

What initiatives will you take to achieve the 5 capabilities?

- _____
- _____
- _____
- _____
- _____

What foundations will you lay to achieve the 5 initiatives?

- _____
- _____
- _____
- _____
- _____

Who?

Fun Way to Track Progress

Make it visual and fun!

Individual / Department Goals

Due Date?

- _____
- _____
- _____
- _____
- _____

How will you measure success?

How will you measure fulfilling the promise?

Metric 1:

Best	
Good	
Ok	
Bad	

Metric 1:

Best	
Good	
Ok	
Bad	

Victory Celebration

Insert Activity

Metric 4:

Best	
Good	
Ok	
Bad	

What are you trying to improve in the world?

What are you promising?

Metric 2:

Best	
Good	
Ok	
Bad	

Metric 2:

Best	
Good	
Ok	
Bad	

Reward

Insert Physical / Financial Gain

Metric 3:

Best	
Good	
Ok	
Bad	

What Does the Company Do Well?

- _____
- _____
- _____

What Do You Want to Improve?

- _____
- _____
- _____

What Trends Are Occurring in the Industry?

- _____
- _____
- _____