

A BUSINESS PLAN IN 30 DAYS

VISION STATEMENT: What are we building? What will our business look like in 3 years?

Within the next _____ years grow (your contract training unit name) into a successful employer services unit providing performance improvement training and training related services to (describe target customer).

MISSION STATEMENT: Why are we building this business? (Describe why the business exists from the customer's point of view.) What does this business provide its customers that is unique? What promise do we make to our clients? What is our competitive edge in the market? What do we want to be known for?

GOALS: What results will we measure? (Must be measurable. List four to eight goals that this business must achieve to be successful)

- Sales (Annual dollar volume) _____
- Net revenue after expenses (%) _____
- Number of customers _____
- Average dollar sale _____
- Repeat customers (%) _____

STRATEGIES: How will we build this business? What will make it successful over time? (Define how the business will be built and managed. Describe 5 to 8 things this business must do extremely well over time to be successful.)

- Become known for _____
- Generate revenues by _____, _____ and _____.
- Focus on _____, _____ and _____ markets.
- Build client base by _____ and _____; retain by _____.
- Attract and retain key employees by _____, _____ and _____.
- Use technology to _____, _____ and _____.

PLANS: What specific projects and actions will be taken this year to achieve the objectives? What are the 6-8 specific business-building projects (i.e., complete business plan) this business must successfully complete? (What, who and when)

- Project 1. _____
- Project 2. _____
- Project 3. _____
- Project 4. _____
- Project 5. _____
- Project 6. _____