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. ____________________________________________