

# Focused Planning:



## Vision

(For me)



**(Create a passionate word picture of what you "see" your business becoming)**

- 1) Why are you in business?
- 2) How does your business fulfill you?
- 3) Where do you see your business going?
- 4) When will you know you have arrived?
- 5) Who else will be involved in helping to manifest your vision?

## Mission

(For others)



**(Describe the purpose of your business and what it offers your customer)**

- 1) What will your business be doing?
- 2) Who will your business impact?
- 3) Who is your ideal customer & why would they buy?
- 4) What is your competitive advantage?
- 5) What can your company promise?

## Goals

(S.M.A.R.T)

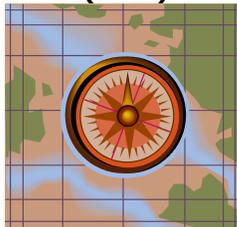


**(Specify the specific measurable outcomes required to achieve your mission)**

- 1) What **SPECIFICALLY** needs to be accomplished?
- 2) How will you **MEASURE** the outcomes?
- 3) Is what needs to be done **ACHIEVABLE**?
- 4) Is it **REALISTIC** considering the available time & resources?
- 5) When is the **TIME** needed to achieve the goal and deadline?

## Strategies

(How)



**(Note the best business practices required to realize your company goals)**

- 1) What has worked or failed to work in the past?
- 2) How can you improve?
- 3) What are the "best practices"?
- 4) What resources are available?
- 5) What are the risks and how can you minimize them?

## Tasks

(Action items)



**(List the "projects" (with deadline) that would contribute to business success)**

- 1) What actions are necessary to implement the strategies?
- 2) When do they need to be done?
- 3) What actions are most critical (prioritize)?
- 4) Who can I enroll to help?
- 5) What resources are needed to accomplish the tasks?

## Pro formas

(Measurables)



**(What are your benchmarks? How will you know you are on track?)**

- 1) What is your projected sales volume?
- 2) What are your expenses and how can they be minimized?
- 3) How many customers / clients do I need to be profitable?
- 4) What level of production do I need to maintain?
- 5) What number of defects or complaints will I accept?