

CREATING A FOCUSED BUSINESS PLAN

Mapping a purposeful path toward business success

About Rick Wickizer:

Rick is a speaker, business coach & successful entrepreneur. His passion is to help businesses maximize their “triple bottom line” (Purpose – Passion – Profitability)



Create a concise business plan that you can use to grow your business.

Most business plans are created to attract and support financing. They are often too complex to help navigate a business from the launch, through profitability and on to succession. Business owners need a plan that is concise, well conceived and easy to follow.

This seminar will cover all aspects of creating a business / marketing plan, starting with a foundation of purpose. Once a vision of the business has been captured, the plan then outlines how to make the vision a reality. A good business plan will address each step of business growth from launch, pre-profit, profitability, momentum and succession.

Action is the key... focused action! A good plan will identify what needs to be done and why. A good plan can unify a team to create synergy toward reaching a goal.

Key Takeaways:

- The best business plans are concise. Some can be limited to one page!

- The structure of a good business plan has:
 - Vision / Mission
 - Goals
 - Strategies
 - Actionable objectives
 - Measurables

- Every business unit needs a plan!

