

Objectives – what you would like to accomplish - measurable

We completed

We will start ...

We no longer ...

We increased

We decreased ...

Financial – sales, profit, margin, cash flow, remuneration, debt

e.g. increase sales from £x to £y

Marketing & Sales – new products, new customer, number of customers, awareness

e.g. introduce 2 new products in month x to each additional sales of y

Operations – chargeable time, location, customer service

e.g. recover 100% of chargeable time

People – number, type, benefits, remuneration,

e.g. take on x number of staff by

Personal – role, remuneration, hours, personal development, networking & speaking

e.g. work no more than x hours a week

Type of objective e.g. new product introduction

What & when e.g. on-line course

Financial outcome e.g. sales of x in month 3 and y in month 4

Action: Now write out 5 or 6 SMART objectives that you can really commit to.

Strategies

How the business will be grown and managed.

How the business will leverage market opportunities.

How the business will solve critical issues.

Opportunities – how make the most of them

Threats – how minimise (really disguised opportunities)

Who are customers?

What do they want?

How promote & sell?

Working well / issues?

Success / limiting factors?

e.g. position company for ... (direction)

e.g. sell x not y ... , aim for minimum of £x per project ... (value)

e.g. hire x to do y (people)

e.g. focus on (products & services)

Action: Now write out your 5 or 6 key strategies for growth and profitability