

Demystifying the 1 Page B.Plan



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Vanda Collins
Score Volunteer

Before We Start

Score.org



Score Hawaii



Score is a National non-profit organization dedicated to providing educational and FREE mentoring services to entrepreneurs (new and existing)

Score Hawaii is based in Honolulu and is a member chapter of the Score National organization

If you are involved in starting or are already operating a business and would like a mentoring service, please go to [Score.org](https://www.score.org) webpage to register for free one-on-one mentoring service

For continuing education on various business issues, please attend Score Hawaii webinars. Scheduled Webinars and prior recordings can be found by visiting [Score Hawaii](https://www.scorehawaii.org) and going to “Take a Workshop” tab then view “Recorded Webinars”.

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Clarification

The information presented is for informational and educational purposes only.

Seek information from Multiple sources vs relying on only One Source

The opinions expressed during this presentation are the Personal opinions of the presenter and no other.



Today's Agenda

Why Plan?

One Page
Methodology

How to Write
Your Plan

The One Page
Power Plan

Q & A

Topics for Today's Session



What is a business plan?
Why Do It?

What makes a good
business plan?

How can I get it done
quickly?

Why keep it Simple?

What it will do for your small
business?



A Good business plan requires
a massive amount of work?
(TRUE OR FALSE)

....a document setting out a
business's **future** objectives
and **strategies** for achieving
them.

The ONE PAGE BUSINESS PLAN- Jim Horan



The One Page Business Plan Methodology

Simple, Clear & Actionable!
No Fluff, Filler or BS!

PowerStart your business today with...

The One Page Business Plan®

The One Page Business Plan methodology is the fastest, easiest way to write a plan. Using key words and short phrases plans can be created for a company, business unit, department, project or program... on a single page. This methodology focuses everyone in your company on what is important and critical for success!

Women Helping Women in Business, Inc. FY2009 Business Plan



vision

Within the next five years become nationally known author, publisher and consultant serving women entrepreneurs and independent business owners by creating women-friendly business books, tapes, CDs, workshops... supported by a national network of certified women consultants/coaches.

Vision

What are you building?



mission

Simplify the business of business for women entrepreneurs

Mission

Why does this business exist?



objectives

- Generate \$215,000 in total revenues in 2009.
- Achieve profit before tax of \$110,000.
- Land 20 new clients, generate at least \$100,000 in coaching revenues.
- Sell 3,000 "Women in Business" books generating \$30,000 in sales.
- Conduct monthly workshops, generate minimum of \$60,000.
- Recruit/train at least 10 certified "Women in Business" Practitioners by 12/31.
- Speak at least twice a month; target of 30 speaking engagements for the year.

Objectives

What will you measure?



strategies

- Become nationally known as "the" resource for women in business.
- Use network/personal contacts to create opportunities to speak, get reviews, articles published.
- Self-publish to start, prove marketability, seek national publisher.
- Continue to turn coaching/consulting processes into products, products into programs.
- Create products & programs for others to sell that serve the entrepreneurial market.
- Seek endorsements/approvals/introductions from noted authors, CEOs, SBA.
- Edit strategy: sell to major publisher or business training company in 10 years.
- Collaborator remember, can't do this by myself... Always keep it simple!

Strategies

What will make this business successful over time?



action plans

- Develop publicity & marketing plan by 2/28.
- Develop Women in Business practitioners program by 3/31.
- Contract audio designs for CD production by 6/30.
- Submit articles to Inc., Entrepreneur, Home Based Business for Dec. publication by 7/31.
- Complete mailing to 250 trade associations by Sept. 1st for 2010 speaking engagements.
- Complete "Stress Free Selling" CD by 10/31.
- Complete "Profitability is No Accident" book w/ R. Miller by 12/31.

Action Plans

What is the work to be done?

The components and parts of The ONE PAGE BUSINESS PLAN

- Start with a **Vision** build a company
- Establish your **Mission and change the world**
- Set clear **Objectives** and SMART goals to hit your target
- Differentiate yourself with your **Strategies**
- Take Purposeful steps, with strategic intent develop your **Action Plan**
- And, this is how you will create the detail roadmap for starting **your company!**

The key is to do the work over time... it is a living document and should be reviewed monthly

The One Page Business Plan is an out and out winner. Period. It makes great sense to me as a so-called business thinker. But the acid test was applying it to a start-up I co-founded. We spent several days drafting our one pager -- and have been editing it ever since. It is a powerful, **living document**, the very nature of which has led us to important new insights.

--Tom Peters, Author,.



Question #1

Why are you here today?
Why do you need a business plan?

Few business start out ready to produce a 40 page plan

- Set the foundation.
- Focus on what matters.
- Keep it simple
- What will make this new business tick?
 - Who
 - What
 - Activities to do?
- Let's figure out what's next?

The One Page Business Plan®

- Simple, powerful tool for brainstorming
- Place to capture your initial ideas (first 1%)
- Key words & short phrases (texting)
- Outline for Full Plan
- Executive Summary

Jonee Grassi
President
Colorado Garden Window Company
2019 Business Plan

ONE PAGE PLAN

Vision
Within the next 3 years grow the Colorado Garden Window Company into a \$4 million home products company specializing in manufacturing and distributing custom and replacement garden windows and skylights.

Mission
We help homeowners enjoy the light, air and the beauty of nature through creative windows.

Objectives
• Achieve 2019 sales of \$1.8 million
• Increase pretax profits from \$150,000 to \$200,000.
• Grow garden window division at 8% per year & achieve \$400,000 in 2019.
• Expand skylight/custom window product lines; grow sales to \$700,000 in 2019.
• Implement profit improvement programs & reduce product cost to 38%.
• Reduce distribution costs to 4% of sales thru facility consolidation & technology.
• Reduce inventory levels to 3.3 months by Aug. 31st.
• Achieve 98% on-time delivery with 98% order accuracy in 1st quarter.

Strategies
• Focus on new upscale home developments & baby-boomer remodeling trends.
• Build Colorado Garden Window into nationally recognized brand name.
• Become vendor-of-choice by maintaining inventory of standard window sizes.
• Control quality by manufacturing in-house.
• Increase capacity by minimizing duplicate products & incr. mfg. efficiencies.
• Centralize distribution into one location; reducing costs, improving service.

Action Plans
• Introduce new Scenic Garden Windows at SF Products Show (Mar 2019).
• Hire new sales rep. By April, focus on Signature Homes in Denver and Provo.
• Implement new MRP software by July 31st. to achieve inventory reduction.
• Complete skylight product rationalization program by Aug. 15th.
• Phase in new packaging design beginning Mar. 31st.
• Complete employee benefit program re-design by Sept. 30th.

Please enter
comments,
questions in the
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Most business are not complex...
keep your plan simple!


K = KEEP

I = IT

S = SIMPLE

S = StartUps

- **Vision:**
What are you building?
- **Mission:**
Why does this business exist?
- **Objectives:**
What will you measure?
- **Strategies:**
How will you grow this business? What will make it successful overtime?
- **Action Plans:**
What is the work to be done?
Key Projects & Programs?

Jonee Grassi President Colorado Garden Window Company 2019 Business Plan		
Vision	<p>Within the next 3 years grow the Colorado Garden Window Company into a 4-home products company specializing in manufacturing and distributing custom replacement garden windows and skylights.</p>	
Mission	<p>We help homeowners enjoy the light, air and the beauty of nature through creative windows.</p>	
Objectives	<ul style="list-style-type: none"> • Achieve 2019 sales of \$1.8 million • Increase pretax profits from \$150,000 to \$200,000 • Grow garden window division at 8% per year & achieve \$400,000 in 2019 • Expand skylight/custom window product lines; grow sales to \$700,000 in 2019 • Implement profit improvement programs & reduce product cost to 38% • Reduce distribution costs to 4% of sales thru facility consolidation & technology • Reduce inventory levels to 3.3 months by Aug. 31st • Achieve 98% on-time delivery with 98% order accuracy in 1st quarter. 	
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Five Simple Questions

Please enter comments, questions in the chat

Vision Statement

Five Simple Questions

What are you building?

Within the next ____ years grow ____ into a \$ ____
(3 to 5) (company name) (est. annual sales)

____ company providing
(geographical scope) (type of business)

____, ____ and ____
(list 2 – 3 of your key products or services)

to ____
(describe 2 – 3 characteristics of your ideal clients/customers)

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Vision Statement

What are you building?

A product?

A service offering?

An online retail outlet?

Vision Statement

What are you building?

Within the next 3 years build Colorado Garden Window Company into a \$4 million home products company specializing in custom and replacement garden windows and skylights for the upscale home and baby-boomer markets in the CA, AZ, OR and WA markets.

In 3 years we will have approx. 100 employees, 5 distributors, our products will be carried in 100 retail stores.

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Mission Statement

Why does this business exist?

Five
Simple
Questions

We help _____
(who are you in service of)
(perfect or ideal client)

(benefit of product or service)


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Mission Statement

Your why is very important!

Mission Statement

Why does this business exist?

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Please enter
comments, questions
in the chat

We help homeowners enjoy
the light, air and the beauty
of nature through creative windows.

Objectives

What results will we measure?

Five
Simple
Questions

Action to be Taken	Graphable Result	Achievement Date
Increase Total Sales	from _____ to _____	by _____
Grow _____ Product Sales	from _____ to _____	by _____
Decrease Cost of Goods Sold	from _____ to _____	by _____
Reduce A/R Days Outstanding	from _____ to _____	by _____
Reduce Inventory Levels	from _____ to _____	by _____
Improve On-Time Delivery	from _____ to _____	by _____
Significantly improve Order Accuracy	from _____ to _____	by _____
Increase Profit before Tax	from _____ to _____	by _____

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SMART GOALS

S**SPECIFIC**

Be clear and specific so your goals are easier to achieve. This also helps you know how and where to get started!

M**MEASURABLE**

Measurable goals can be tracked, allowing you to see your progress. They also tell you when a goal is complete.

A**ACTIONABLE**

Are you able to take action to achieve the goal? Actionable goals ensure the steps to get there are within your

R**REALISTIC**

Avoid overwhelm and unnecessary stress and frustration by making the goal realistic.

T**TIMEBOUND**

A date helps us stay focused and motivated, inspiring us and providing something to work towards.

Objectives

What results will we measure?

Action to be Taken	Graphable Result	Achievement Date
Increase Total Sales	from _____ to _____	by _____
Grow _____ Product Sales	from _____ to _____	by _____
Decrease Cost of Goods Sold	from _____ to _____	by _____
Reduce A/R Days Outstanding	from _____ to _____	by _____
Reduce Inventory Levels	from _____ to _____	by _____
Improve On-Time Delivery	from _____ to _____	by _____
Significantly improve Order Accuracy	from _____ to _____	by _____
Increase Profit before Tax	from _____ to _____	by _____

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Objectives

What results will we measure?

Action to be Taken	Graphable Result	Achievement Date
Increase Total Sales	from \$1.2 to \$1.8 million	in 2019.
Grow Garden Window Sales	from \$400,00 to \$600,000	in 2019.
Decrease Cost of Goods Sold	from 40% to 38%	by March 15 th .
Reduce A/R. Days Outstanding	from 68 to 48 days	by May 1 st .
Reduce Inventory Levels	from 4.9 to 3.3 months	by August 31 st .
Improve On-Time Delivery	from 92% to 98%	by September 30 th .
Improve Order Accuracy	from 89% to 98%	by October 15 th .
Increase Profit before Tax	from \$150,00 to \$200,000	In 2019.

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Strategies

Five Simple Questions

What results will we
measure?

What will make it
successful over time?

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Strategies

Five Simple Questions

Process: Growth & Improvement	+ How it will be done? (3 How's)
Grow business by	_____, _____ & _____.
Increase brand awareness & visibility thru	_____, _____ & _____.
Focus sales and marketing resources on	_____, _____ & _____.
Reduce manufacturing costs thru	_____, _____ & _____.
Improve customer service with	_____, _____ & _____.
Use technology to	_____, _____ & _____.
Attract and retain key employees by being	_____, _____ & _____.

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Strategies

How will you jump start your business?

What will you do to continue the success?

Strategies

How will we start & grow this business?
What will make it successful over time?

Process: Growth & Improvement	+ How it will be done? (3 How's)
Grow business by	adding new dealers, better incentives, Eco products.
Increase brand awareness & visibility thru	Google/TV/radio ads; outreach to designers /builders.
Focus sales and marketing resources on	upscale home developers/remodelers, baby-boomers
Reduce manufacturing costs thru	better designs, automation, scheduling & waste mgt
Improve customer service with	stronger dealers, better inventory mgt, qualified installers.
Use technology to	Attract/educate customers, impr mfg, cust serv, admin
Attract and retain key employees by being	industry leader, qlty training, hi involvement, share & celebrate successes.

Action Plans

Five Simple Questions

What is the work to be done?
key projects and programs

Project/Program Title	+ Start/Completion Date
Introduce _____	by _____
Complete _____	by _____
Introduce _____	by _____
Hire _____	by _____
Lease _____	by _____
Install _____	by _____

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questions in the
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Action Plans

**The activities required to make and keep you
successful**

Action Plans

What is the work to be done? (key projects & programs)

Project/Program Title		Start/Completion
Pilot	Dealership Fast Track Program with 15 dealers	starting Jan 15 th .
Launch	Scenic Garden Windows at SF Home Product Show	March 15 – 19 th .
Rollout	complete new brand & logo program	beginning April 1 st .
Expand	Sales Dept to focus on Phoenix and Seattle markets	by April 15 th .
Implement	MRP software to achieve inventory reduction & cost savings	by July 1 st .
Complete	Skylight production rationalization program	by August 15 th .
Research	Design & rollout new employee benefit program	by Oct. 1 st .
Rollout	Improved dealership compensation/reward program for 2019	By Nov. 1 st .

The One Page Business Plan®

Process Suggestions

- Find a planning buddy
- Establish timetable
- 3 rounds of edits
- Ask for feedback
- Incorporate feedback
- Develop budget

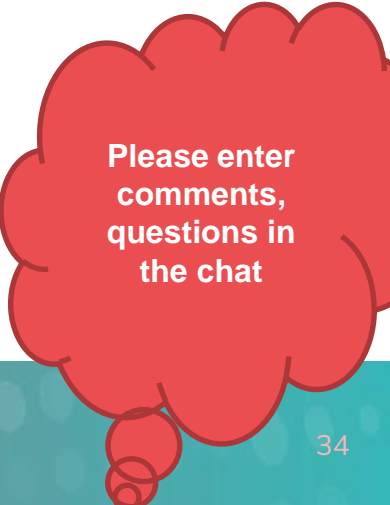


RECAP:

Why document your plans for your business?

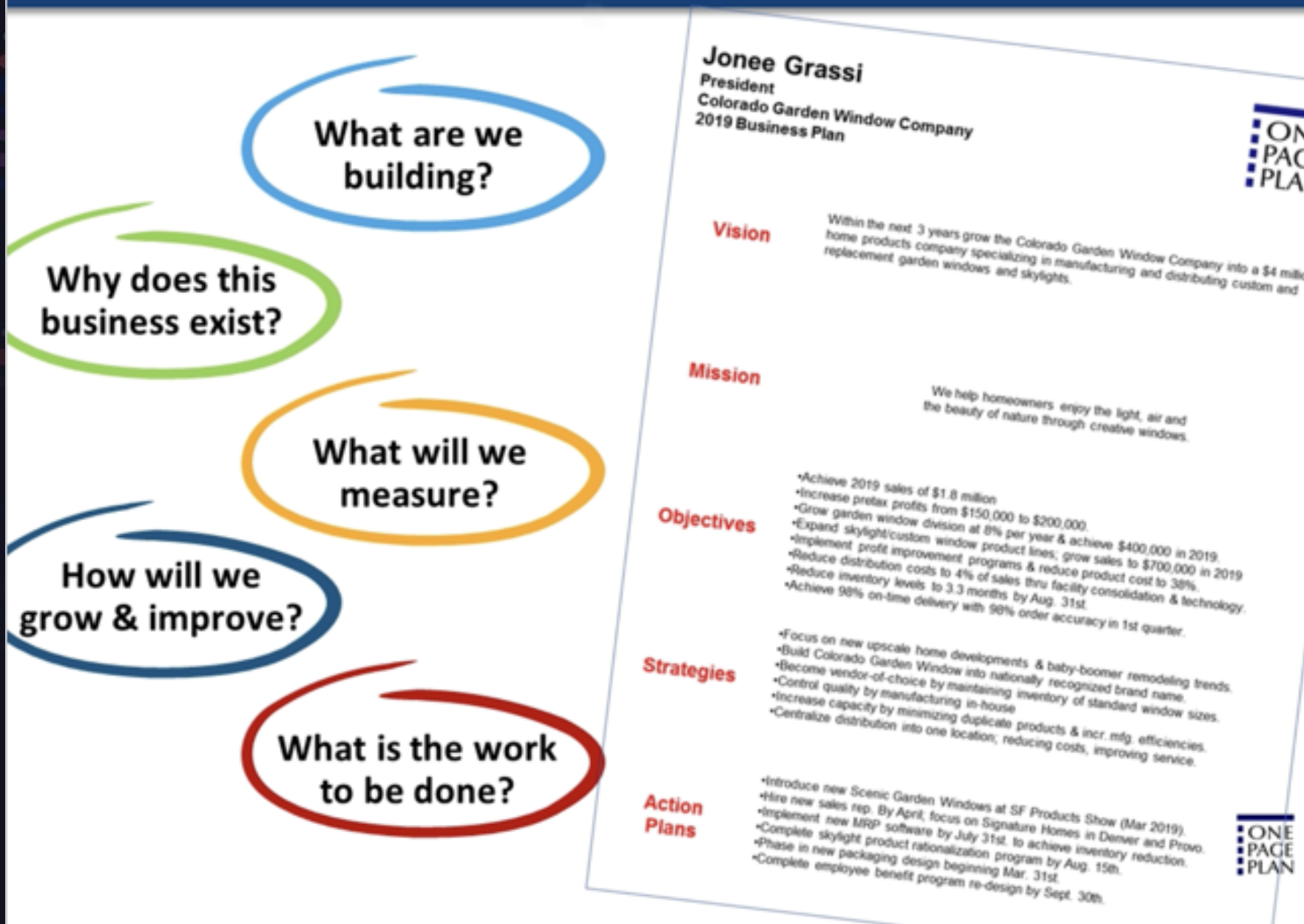
Because they are important and you want to share them.

Get an accountability partner

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Please enter
comments,
questions in
the chat

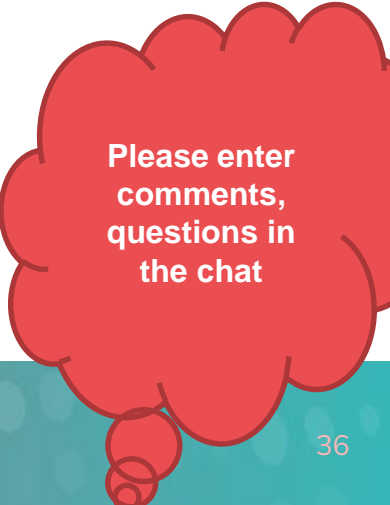
The One Page Business Plan®



What questions are you able to answer today?

Be purposeful...

Write with intent get feedback get a team together to complete your plan!

A red thought bubble with a black outline, containing text. It has three smaller circles leading to it from the bottom left.

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comments,
questions in
the chat

Your Feedback- Attendee Survey

Questions?




Follow-up
Free Mentoring –
Search- Score Hawaii

Contact

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A scenic photograph of a tropical coastline. In the foreground, a dark, rocky shoreline curves along the water. Several tall palm trees are scattered across the landscape, some leaning at an angle. The sky is filled with large, white, fluffy clouds, and the ocean is visible in the background.

Lets go create great companies...
Keep it simple stay focused!

Feel free to contact me, Coach Vanda
Vanda.Collins@scorevolunteer.com