

Demystifying the 1 Page B.Plan



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Score Webinar| Thursday, June 16, 2022 4:00pm

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 webpage to register for free one-on-one mentoring service

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Clarification

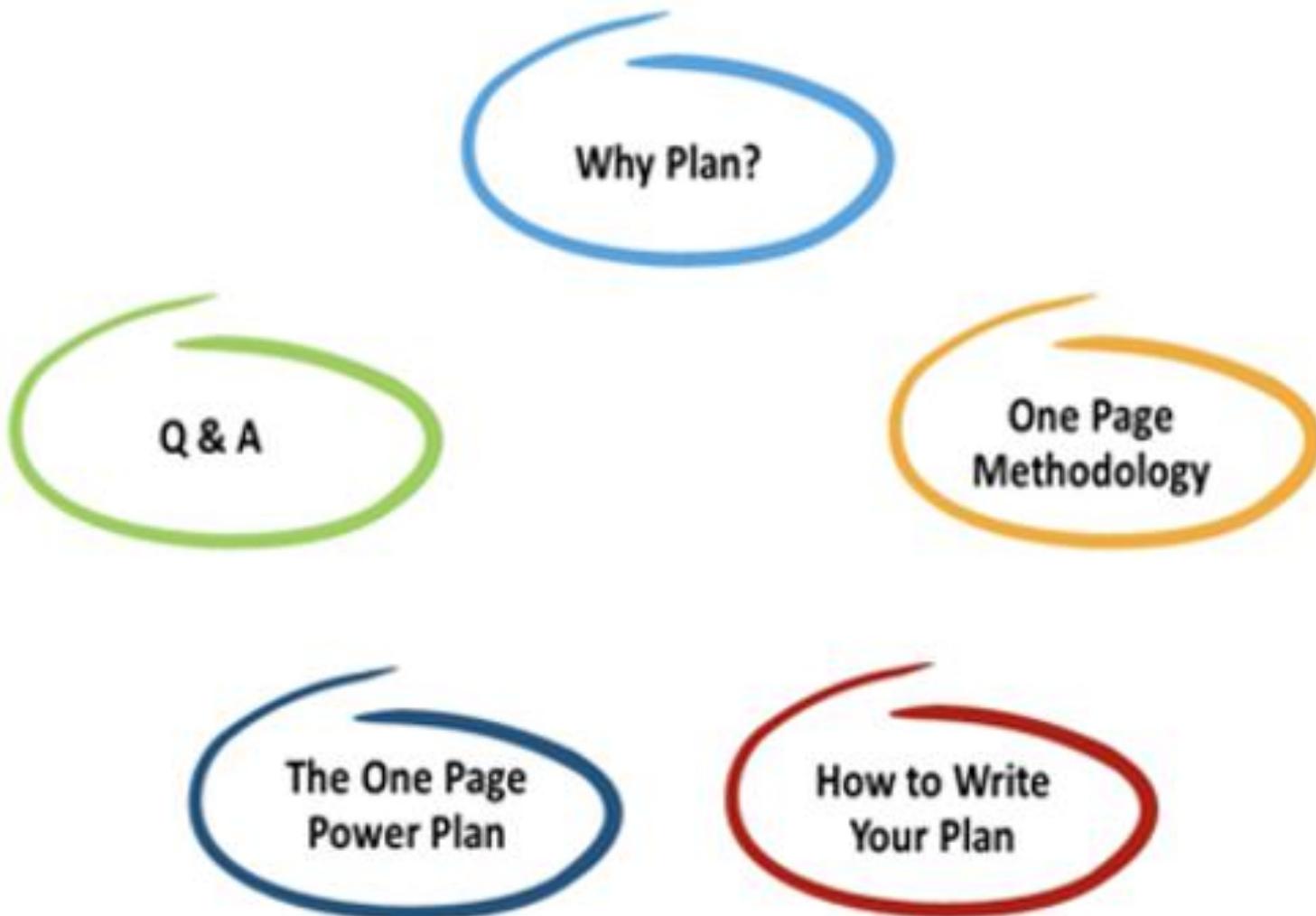
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Seek information from Multiple sources vs relying on only One Source

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Today's Agenda



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



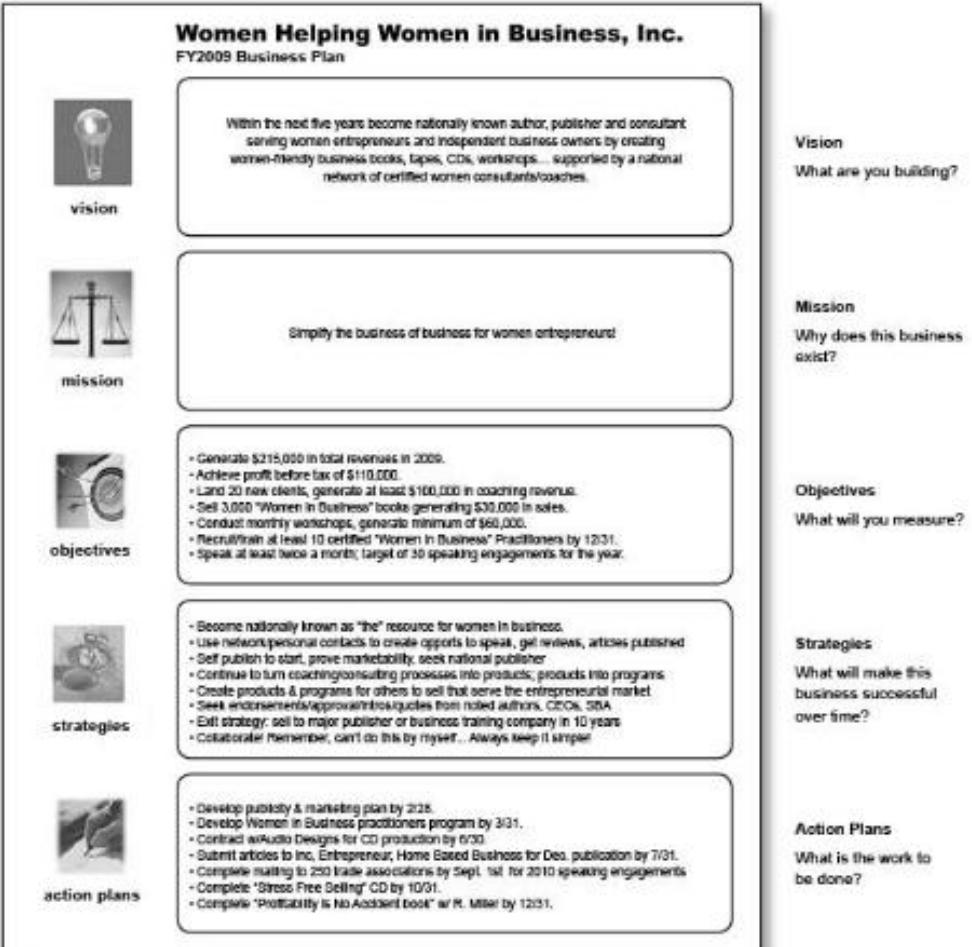
The One Page Business Plan Methodology

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!



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..

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?

Question #1

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

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.

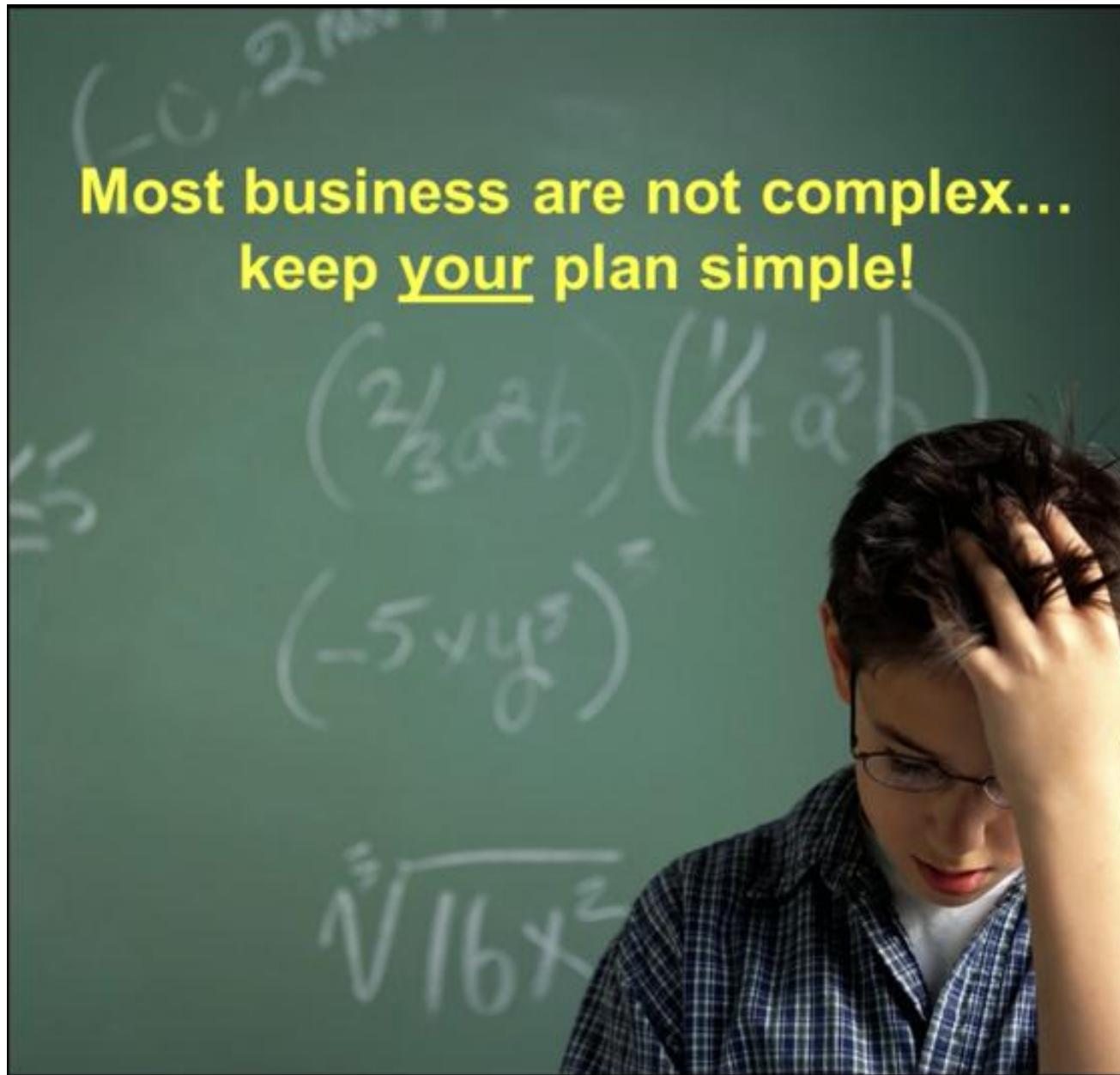
Mission
We help homeowners enjoy the light, air and the beauty of nature through creative windows.

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 chat



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
Within the next 3 years grow the Colorado Garden Window Company into a full-line products company specializing in manufacturing and distributing custom 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 pre-tax 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 30%.
- 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 trend.
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Action Plans

- Introduce new Scenic Garden Windows at SF Products Show (Mar 2019).
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Five Simple Questions

Please enter comments, questions in the chat

Vision Statement

What are you building?

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)

Five Simple Questions

Please enter
comments,
questions in the
chat

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?

We help _____

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

(benefit of product or service)

Please enter
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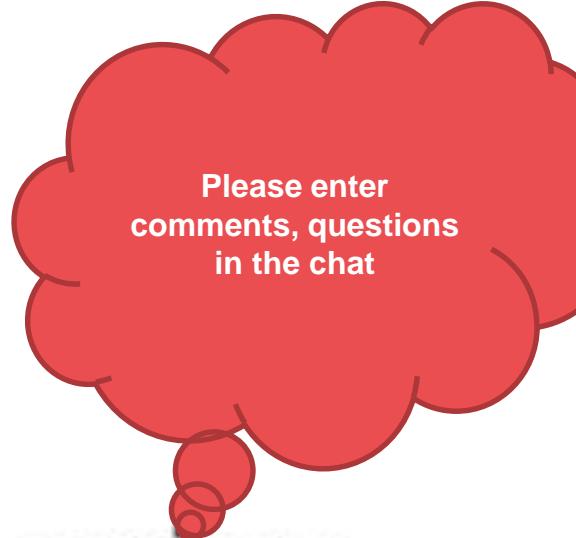
Five
Simple
Questions

Mission Statement

Your why is very important!

Mission Statement

Why does this business exist?



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 _____ |
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| 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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questions in the
chat

Strategies

What results will we measure?

What will make it successful over time?

Five
Simple
Questions

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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

**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 _____ |

Five
Simple
Questions

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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

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President

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2019 Business Plan

ONE
PAGE
PLAN

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Action Plans

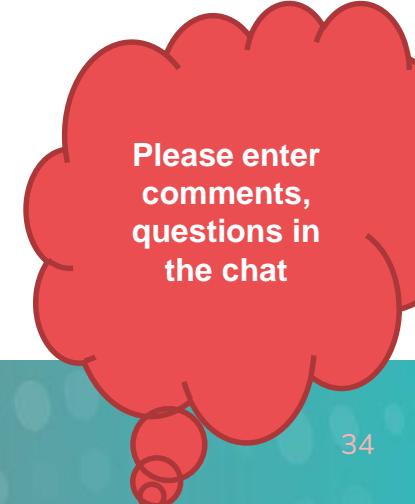
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RECAP:

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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The One Page Business Plan®



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Action Plans

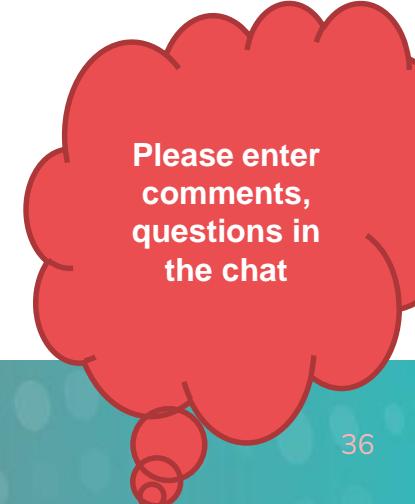
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What questions are you able to answer today?

Be purposeful...

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



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Your Feedback- Attendee Survey

Questions?



Follow-up
Free Mentoring –
Search- Score Hawaii

Contact

Vanda.Collins@scorevolunteer.com

Patricia.kort@scorevolunteer.org

A scenic beach scene with palm trees silhouetted against a cloudy sky. The foreground shows a rocky shore and the ocean. The text is overlaid on the upper right portion of the image.

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

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