



Planning



Sales & Marketing



Products



Systems



People



Money



Technology



You

My Breakthrough Growth Plan™

Your 8-Step Plan for Creating
Breakthrough Growth
in Your Business.



WELCOME TO YOUR Breakthrough Growth Plan

As a business owner, with so many demands on your time and challenges coming up every day that need your attention, you can often be left asking ***“Where is the best place to focus my energy?”***

That’s were the HerBusiness Growth Zones® can help.

It’s a framework that helps you focus on what’s going to help your business grow and succeed.

And what we’ve found is there are 8 Growth Zones in any business.

We’ve used these 8 Growth Zones as the basis for our own business success and also as the foundation for our mentoring programs, which we’ve been running since 1998.

So we’ve seen this framework create results **over and over** and really help business owners, like you, focus on what’s important.

Your Breakthrough Growth Plan is a simple but highly effective plan on a page for each of your Growth Zones.

In this document you will find a template for each of the Growth Zones, as well as a step-by-step instruction on how to complete this plan.

We’ve found when all 8 of these Growth Zones are functioning well in your business, you get the **MOMENTUM** you need to not only reach the Tipping Point, but also cross over into the Breakthrough Growth that’s on the other side...

And that’s where YOU want to be.

All the best with your Breakthrough Growth Plan!

Here’s to doing what you love,

Suzi Dafnis
CEO, HerBusiness

How To Use Your Breakthrough Growth Plan™

The 8 Growth Zones

We have found there are 8 Growth Zones in any business that you need to focus on to achieve Breakthrough Growth.

These zones are:



Your Breakthrough Growth Plan

In this document you will find 8 Templates. One for each of the 8 Growth Zones:

My Breakthrough Growth Plan
Name: _____ Date: _____

| | | |
|---|---|--|
| My Vision Over the next 12 months for this Growth Zone: | My Current Situation With this Growth Zone: | My Action Plan For the next 90 days to move me closer to my Vision for this Growth Zone: |
| | Strengths | |
| | Weaknesses | |
| | Opportunities | |
| | Threats | |
| Resources I will need to implement my Action Plan: | Budget I will need to implement my Action Plan: | Notes |

The idea being that you will use these templates to get clear on, and document, your Vision and your 90-day Action Plan for each Growth Zone.

We recommend you take some time out of working IN your business to work ON your business. Ideally, you will give yourself at least half a day (or, even better, a day!) to work on your Breakthrough Growth Plan.

You may want to involve key stakeholders in this process.

Template Overview

Here is an overview of the template and how you might go about completing each section:

Planning

My Breakthrough Growth Plan

1 Name: _____ Date: _____

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|--|--|--|
| <p>My Vision 2 Over the next 12 months for this Growth Zone:</p> <p style="color: #800000; font-weight: bold;">Open a second store in Sydney and start to sell in the US market</p> | <p>My Current Situation 3 With this Growth Zone:</p> <p>Strengths I know my vision</p> <p>Weaknesses I don't know my ideal client</p> <p>Opportunities My products are in demand</p> <p>Threats I may run out of \$\$\$</p> | <p>My Action Plan 4 for the next 90 days to move me closer to my Vision for this Growth Zone:</p> <ul style="list-style-type: none"> • Write new business plan • Do competitor analysis • Define my ideal client |
| <p>Resources 5 I will need to implement my Action Plan:</p> <ul style="list-style-type: none"> • Business Mentor • Strategic Plan Template | <p>Budget 6 I will need to implement my Action Plan:</p> <ul style="list-style-type: none"> • 1x staff member, 3 days a week | <p>Notes 7</p> |

1. **Name** - You will see the name of the Growth Zone is at the top and you can add your date and details there also.
2. **Vision** – This can be as simple or detailed as you like. I recommend you look at your vision for each Growth Zone over the next 12 months.
3. **My Current Situation** - Now you've set where you want to go, let's get a clear picture of where you are now - In the middle you can see your current situation this is where you take stock of where you are at with this Growth Zone – looking at it from the point of view of your strengths, weaknesses, opportunities and threats.

So, in this example you know your vision, but you don't know your ideal client and that is a weakness. And you know that your products are in demand, but the threat is that you may run out of money soon.

4. **My Action Plan** - Now you have a picture of where you are now and where you want to go, it's time to think about how you are going to get there. So, here you can see space for the actions you are going to take in the next 90 days.

And this is important that it's the next 90 days...it can be difficult to do detailed action planning beyond 90 days. Things change. But it is possible to give yourself some very tangible actions over the next 3 months.

Just 2 or 3 key actions are all you need here. These will form your key focus areas for this action plan.

5. **Resources** - Here you can take some time to think about the resources you are going to need. For example, you might determine that you need a business mentor and a resource for making your strategic plan.
6. **Budget** – Thought needs to be given to what budget you may need if you have to hire resources or purchase equipment etc.
7. **Notes** - You can add any notes here.

We've noticed people who use this simple framework find the plan on a page so much easier to do and keep referring to than a complex business plan. In many cases, these Breakthrough Growth Plans get stuck on pinboards or above desks so people can refer to them throughout the 90 days and beyond.

We recommend you focus each day on 3 things you can be doing to move you closer to your Vision and to completing your Action Plan.

Then, when you are nearing the end of your 90 days, you can repeat this process.

We recommend you do your Breakthrough Growth Planning process every quarter.

Good luck!



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