

Your 3-Part Business Success Plan

Creating a plan that gives you clarity and gets results begins with having a clear VISION (a vivid picture of what your desired future looks like).

Once you have your VISION you can use these three levels of planning to bring it into reality:

1. Level 1 - Your Strategic Objectives

In the next 12 months I want to achieve the following “big wins” to support my Vision (this might include things like launching a new product, opening up a new market or implementing a new communication system):



Level 1



Strategic Objective 1:

Strategic Objective 2:

Strategic Objective 3:

2. Level 2 - Projects

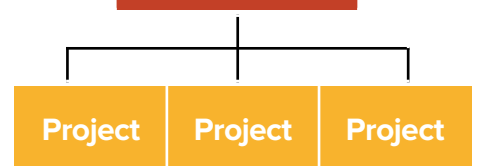
Now you can figure out the specific projects you need to implement to achieve each of your Strategic Objectives. So, for instance, if your goal was to launch a new product, you might have a few key projects you need to undertake, including: a research project to better understand your market and a design project to develop your new product and so on.



Level 1



Level 2



Strategic Objective

Project 1:

Project 2:

Project 3:

Strategic Objective

Project 1:

Project 2:

Project 3:

Strategic Objective

Project 1:

Project 2:

Project 3:

TIP: Keep to 1-3 STRATEGIC OBJECTIVES and 3-5 PROJECTS for each objective.

3. Level 3 - Your Actions

Now it's time to move on to Level 3 - where you map out all the various actions needed to complete each project.

Here is where you get VERY specific about who is doing what-and when.



Strategic Objective

Project 1:

Actions

Project 2:

Actions

Project 3:

Actions

Complete this process for EACH of your Strategic Objectives.

