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**GRENELL**  
Consulting Group

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**Business Planning for Business Owners**

**Our Mission:**  
**Unleash the Performance of Leaders and Their Organizations**

- We are members of ABC
- We have a focus on commercial contractors
- We bring best practices from a wide array of disciplines so you can prosper and last for the long term
- Today we want you to get a mindset and some tools for your success

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**Business Planning for Business Owners**

The One Page Planning and Performance System®

Practical Strategic Planning

Can you afford to not have a plan??

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***Business Planning for Business Owners***

**Today You'll:**

- Learn the Basics
- Have the tools
- Begin to Implement
- A new way of creating a compelling, focused strategic plan including your most important metrics

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***Business Planning for Business Owners***

**Walk Away Today with Tools and Resources to...**

- Articulate your vision for your company over the next 3-5 years
- Define key annual metrics that define success for your business
- Develop strategies for achieving your vision

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***Business Planning for Business Owners***

**Our Focus is Around  
Five Powerful Questions**

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**Business Planning for Business Owners**

Agenda

- The Five Big Questions
- The One Page Business Plan
- Create a Draft Vision Statement
- Bend the Curve Exercise
- Wrap Up and Next Steps

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**Business Planning for Business Owners**

**5 Simple, Yet Powerful Questions**

1. **What** are you building?
2. **Why** does this business exist?
3. **What results** will you measure?
4. **How** will you build this company?
5. **What work** needs to be done?

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**Business Planning for Business Owners**

**The One Page Business Plan®**

- Very concise summary
- Written with key words & short phrases
- Paints a complete picture
- Strategic and tactical
- Can be read in 5 minutes
- Proven tool



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**Business Planning for Business Owners**

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**The Vision Statement**

**What are we building?**




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Vision Statements describe the business

- What will this business look like in 1, 3, 5 yrs?
- What type of company is this?
- What markets do we serve?
- What is the geographic scope?
- Who are target customers?
- What are our products and/or services?
- What sales goal are we striving for?




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**Vision Statement-  
Capable Construction Company**

**What are we building?**

- **Within the next 3 years grow Capable Construction into a \$7 million commercial construction enterprise providing a full range of construction solutions including new buildings, renovations, parking lots and outer building to public and private business owners in the State of New York. Our values are speed, quality and exceptional customer service**




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**Business Planning for Business Owners**

**Fill in the blanks Vision Statement**

Within the next \_\_\_ years grow (company name)

into a \$\_\_\_million (local, regional, nat'l, int'l) (type of company)

providing (description of products/services) to (describe your customer)



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**Business Planning for Business Owners**

**Create a Vision Statement**



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**Business Planning for Business Owners**

**The Mission Statement**

Why Does This Business Exist?



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**Mission statements = good marketing**

- Who are our customers?
- What wants, needs, desires, pain, or problems do our product /services solve?
- What is our unique selling proposition?
- What is our promise to our customer?

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**Sample Mission Statements**  
Powerful Branding & Catalyzes Action

**Federal Express** – The World on Time  
**UPS** – Moving at the Speed of Business  
**eBay** – The Worlds Online Marketplace  
**Monster.com** – Work Life Possibilities  
**Sylvan Learning Systems** – Success is Learned

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**Mission Statement-  
Capable Construction Company**

“Your expert and reliable business expansion partner”

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**Business Planning for Business Owners**

**Objectives**

What will we measure?



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**Business Planning for Business Owners**

**What are Objectives?**

Objectives (metrics) are short statements that quantify the end results of any work effort. These metrics are for year 1 of your plan.



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**Categories of Metrics**

Sales	Profitability	Marketing	Operations
Quality	Customer Service	Human Resources	Process
Safety	Capacity	Public Relations	Investment
Cost Control	Efficiency	Community	



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**Business Planning for Business Owners**

Here is a simple formula  
for writing solid Objectives (Metrics)

**Verb + noun + from \_\_\_ to \_\_\_ =Metric**  
**Include date if before year end**

- Increase sales to from \$5 to \$5.5 million
- Grow profit before tax from \$250k to \$365k
- Increase proposal win rate from 60% to 70%
- Reduce mod rate from 1.4 to less than 1.0
- Reduce turnover from 20% to 10%.

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**Business Planning for Business Owners**

**Objectives are very powerful...**

- Focus resources on specific results
- Hold people & organizations accountable
- Measures end results of work effort
- Gives people/organizations specific targets
- Use balanced scorecard approach—financial, process, customer, learning and growth

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**Business Planning for Business Owners**

**Strategies**

How will we build this business?

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**What are strategies?**

Broad statements, covering **multiple years**

- Set the direction
- Provide a blueprint for building and managing the company
- Goals that will enable you to achieve the vision
- Your concepts for how you will deliver on your metrics and achieve your vision

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**Types of Strategies**

Growth	Positioning	Target Markets	Revenue Model
Product	Client Acquisition	Pricing	Marketing
Add-on Revenues	Staffing & Workforce	Technology	Internet
Strategic Alliances	Culture Mgt Style	Change	Exit

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**Sample Strategies  
Capable Construction Company**

- Encourage repeat customers by beating schedules, coming in under budget and providing exceptional customer service
- Build Capable Construction into a recognized brand name by promotion, performance, referrals
- Create great place to work environment by coaching, training, empowering
- Improve capability via strategic alliances, acquisitions, subcontracting

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**Action Plans**

What is the work to be done (projects) to implement the strategies which are designed to drive the metrics?



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**Business Planning for Business Owners**

**Actions Plans are...**

- Definition of specific projects to be done
- Business building or infrastructure projects
- Related to strategies and objectives
- Assign names & dates to assure accountability



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**Business Planning for Business Owners**

**Sample Action Plan Statements  
Capable Construction Company**

- Launch Matl Cost Reduction Prog by 8/1. EB
- Develop Customer Retention Prog by 12/1. ME
- Complete Website Upgrade by 6/1. DS
- Complete In Depth Safety Prog by 2/1 BG



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## Bending the Curve



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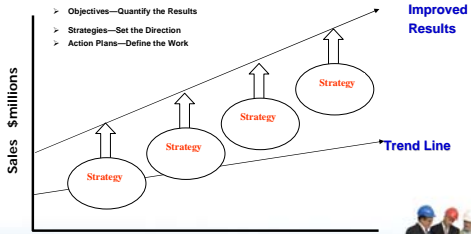
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## Strategies Supported by Action Plans Bend the Curve



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## Create an objective (metric statement)

And develop strategies that will drive the metric



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**Business Planning for Business Owners**

**The One Page Business Plan® Works...**

- No complicated language or terminology
- Strategic, tactical and results oriented...all on One Page
- Minimizes loss of resources...people know the plan
- Communication is simplified...standard format & language
- Clarifies expectations...people know what is expected from them
- Encourages collaboration of departments
- It's about high performance

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**Business Planning for Business Owners**

**Answer the questions...**

And you're on your way to a powerful  
one page business plan for your  
organization

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***Business Planning for Business Owners***

Questions?  
Feedback?

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***Business Planning for Business Owners***

Thank You for Joining Us Today



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