

## One Page Plan

Traditionally Business Plans have been lengthy and all encompassing documents. Though there is a place for comprehensive Business Plans they are often a static representation of past history and future plans, but tend not to be responsive to the modern business environment.

For this reason Mindshop has developed the concept of a One Page Business or Personal Plan. It is a practical way to record the outcomes of the Mindshop Process. This is the final product of the **Now-Where-How** process and it allows us to prepare a summarised overview of the current situation. .

The top left of the plan is the '**Now**' Analysis. The top right is the '**Where**' Analysis and the bottom of the plan is the '**How**' Analysis. The bottom left of the plan has space for your 'Strategies', the centre has space for your 'Action Plans' and 'Timing - who and when' are listed on the bottom right.

### NOW Analysis

- where are you NOW?
- describe your current situation in bullet point form.
- be concise, focus on just the key elements of your current situation

### WHERE Analysis

- where would you like to be in the FUTURE?
- contains Vision and Business Statement

identifies Sustainable Competitive Advantage, Key Performance Measures and Objectives

### HOW Analysis

- strategies that will bridge the gap between the NOW and the WHERE
- specific action plans that are generated from these strategies.
- lists when you target to achieve the result and who is responsible for it. These should be in priority order.

NOW	SMITH & JONES SALES PLAN Date Revised: 21 October 2006		WHERE	
STRATEGIES	ACTION PLANS		TIMING - Who & When By	
<ul style="list-style-type: none"> <li>• Sales \$1 million</li> <li>• No sales person</li> <li>• Order taking culture</li> <li>• Average sales \$10k</li> </ul>			<ul style="list-style-type: none"> <li>• Sales \$3 million</li> <li>• One full time sales person</li> <li>• Sales Culture</li> <li>• Average Sales \$25k</li> </ul>	
SALES TRAINING	1. Purchase SAN for each employee 2. 4 day SPIN course for staff		1. MP 2. JS	Immediate November
KEY ACCOUNT	3. 1 Page Plan top 20% clients 4. Alliances Plan		1. JS 2. JS	October October
COMPETITORS	5. Target exposed Clients 6. Regional selling events		1. BM 2. JS	January November
BROCHURES	7. Produce benefits/problems brochure all Products 8. Coaching website		1. JS 2. JS	January March

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## One Page Plan

This format can be used to -

- summarise the overall Business Plan (Executive Summary)
- cascade down from the corporate plan to the constituent divisional, branch or departmental plans
- develop a Succession Plan, Marketing Plan, Employee Development Plan or address any other specific issue
- develop your Personal Plan

The advantages of the One Page Plan include:

- it takes only minutes to prepare
- it can be updated quickly
- it can act as a control document for your business improvement process
- it is simple and easily understood by all, your employees, your bank, your strategic partners

### Step by Step Guide

1. Draw up the one page format as shown above

2. Brainstorm the 'Now' Analysis. Try to develop about 7 or 8 key statements that summarise where the business is now. Examples of typical items are as follows:

- Leading supplier in the tile market.
- Poor profit performance over the last 3 years.
- No sales growth

3. Brainstorm the 'Where' Analysis. Include Vision elements, the Sustainable Competitive Advantage (SCA) and Key Objectives:

- We will be the leading supplier to the tile industry.
- We will win by having the fastest response time in the industry.
- We will double our turnover in the next five years.

4. Develop strategies using tools such as Strategic SWOT, Competitor Analysis, Product Portfolio Analysis to draw out strategies. Then by using the Pareto Analysis tool, focus on the three to four key strategies that will have the greatest impact on taking the organisation from where it is NOW to WHERE it wants to be. Enter these in the STRATEGIES section.

5. Now using Mindshop tools such as Force Field analysis develop 3 to 4 key actions for each strategy. Make sure you specify a target date and a person responsible. These should be in priority order.

6. Date your plan and set a date to review the action plans at least bimonthly.

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