

## 1.2.4 The One Page Business Plan



## What You Will Learn:

You will learn how to complete your single sheet five step business plan.

## Why You Need to Learn This:

Once you have set out your business plan you will have set your objectives for the year. You can then set about achieving them, moving you towards your vision.

## Results

You will have a single page five step business plan that will give you direction and clarity.

## How to use this Workbook

Complete the workbook and, if necessary discuss it with your mentor during your next session.

The aim of the workbooks is to transfer business skills and knowledge while you are at home or in the office, maximising the efficiency of time you are with your mentor. The more you learn, the easier it becomes for your mentor to help you and the more effective the Programme will be for you.

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# About

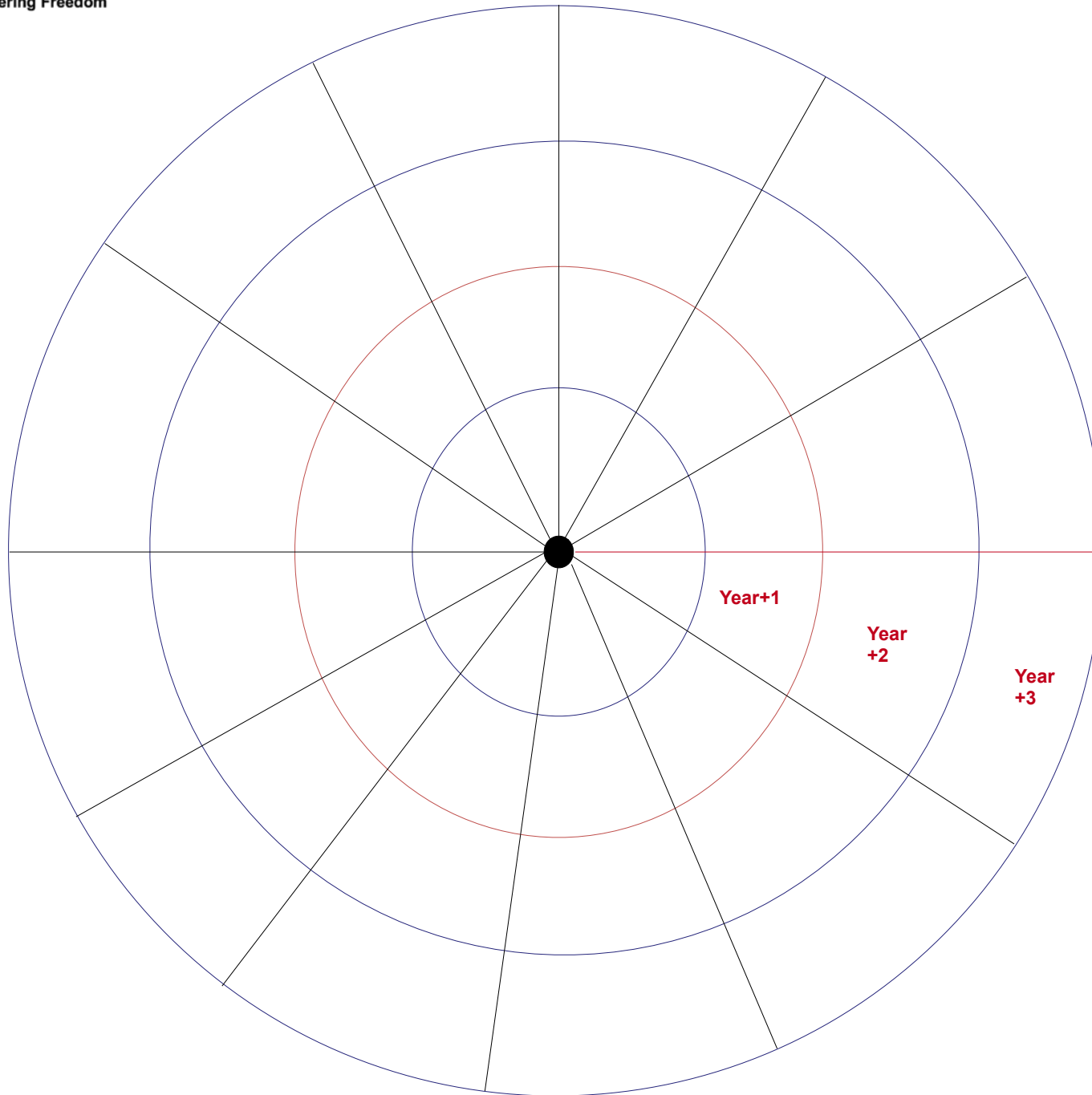
This template will give you a three year business plan on a single page. It is very easy to use and will help you drive your business forward.

# Step 1

Print off the following page and complete it. There is an example to help you.

# 3 years Business PLAN

Axes might include:



# 3 years Business PLAN

Axes might include:

- Sales
- Average Sales Value
- Nr of Sales
- Conversion
- Nr Leads
- Net Profit
- Overheads
- Gross Margin
- Capital
- Recruitment
- Key Roles

**Key roles to be filled**

**Average Value Of Projects**

**Number of projects**

**Conversion**

**Number of leads**

**People**

**Sales**

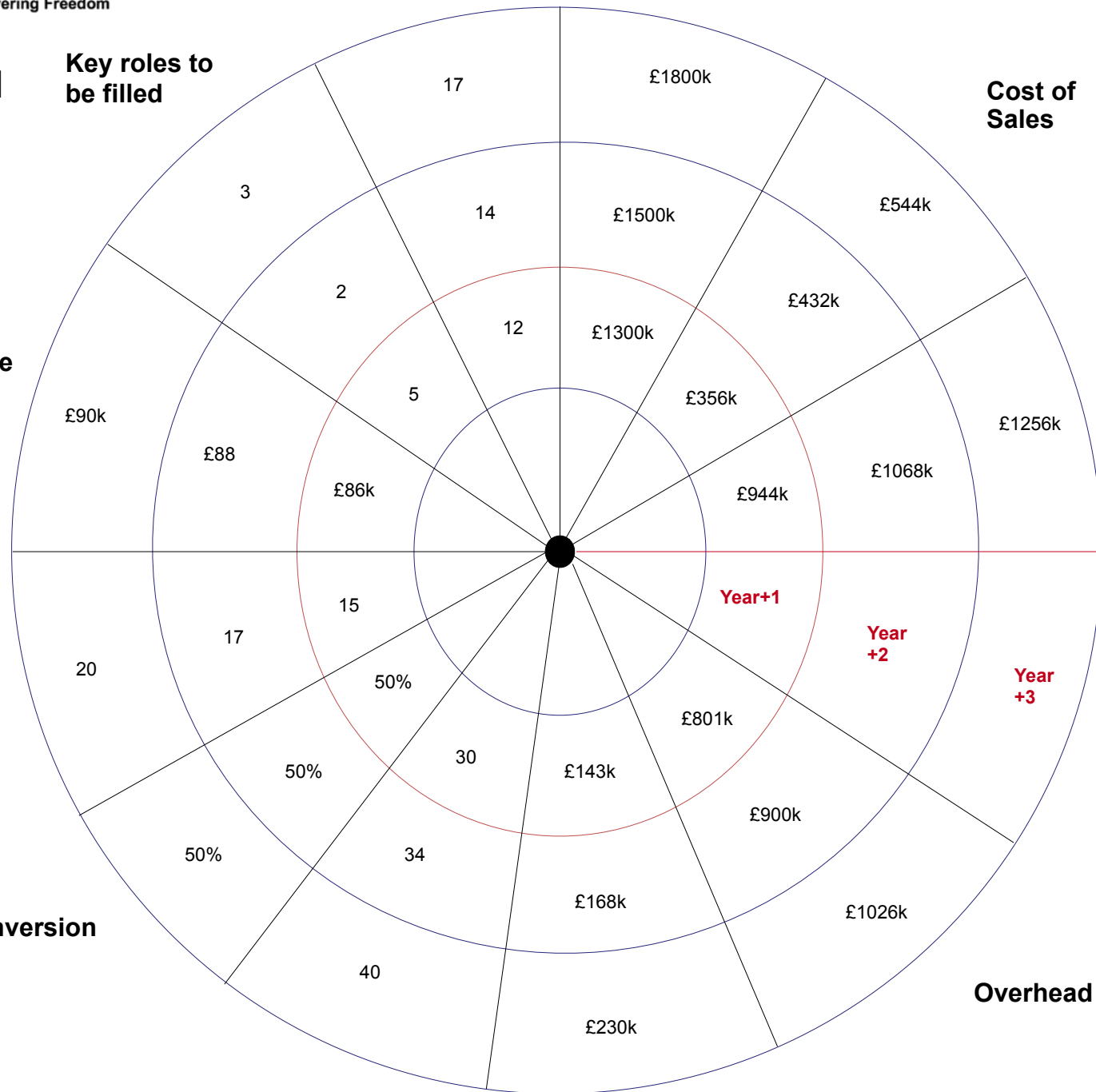
**Cost of Sales**

**Gross**

**Year**

**Overhead**

**Net Profit**



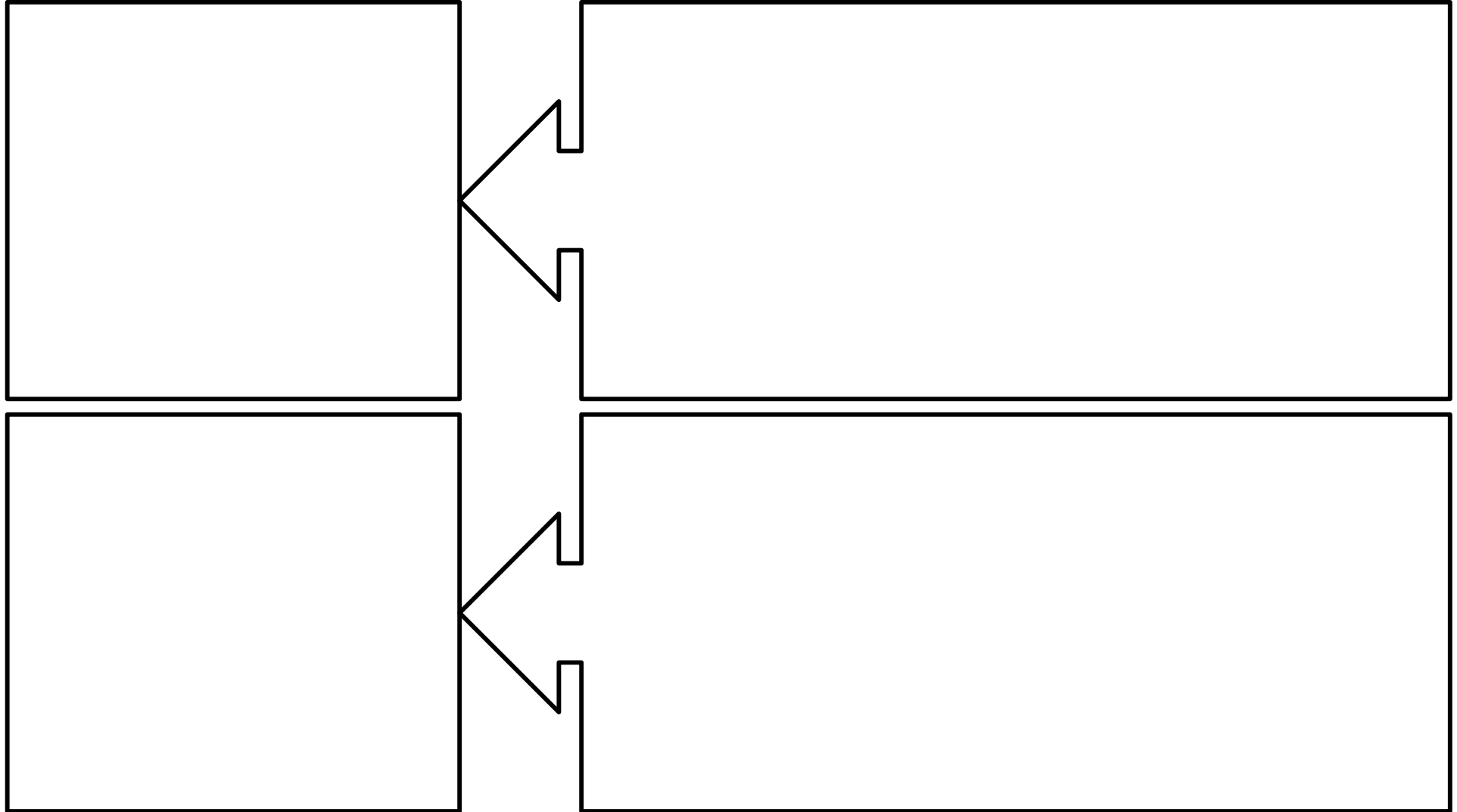
# Step 2

## Projects

What needs to be done to make the plan happen?

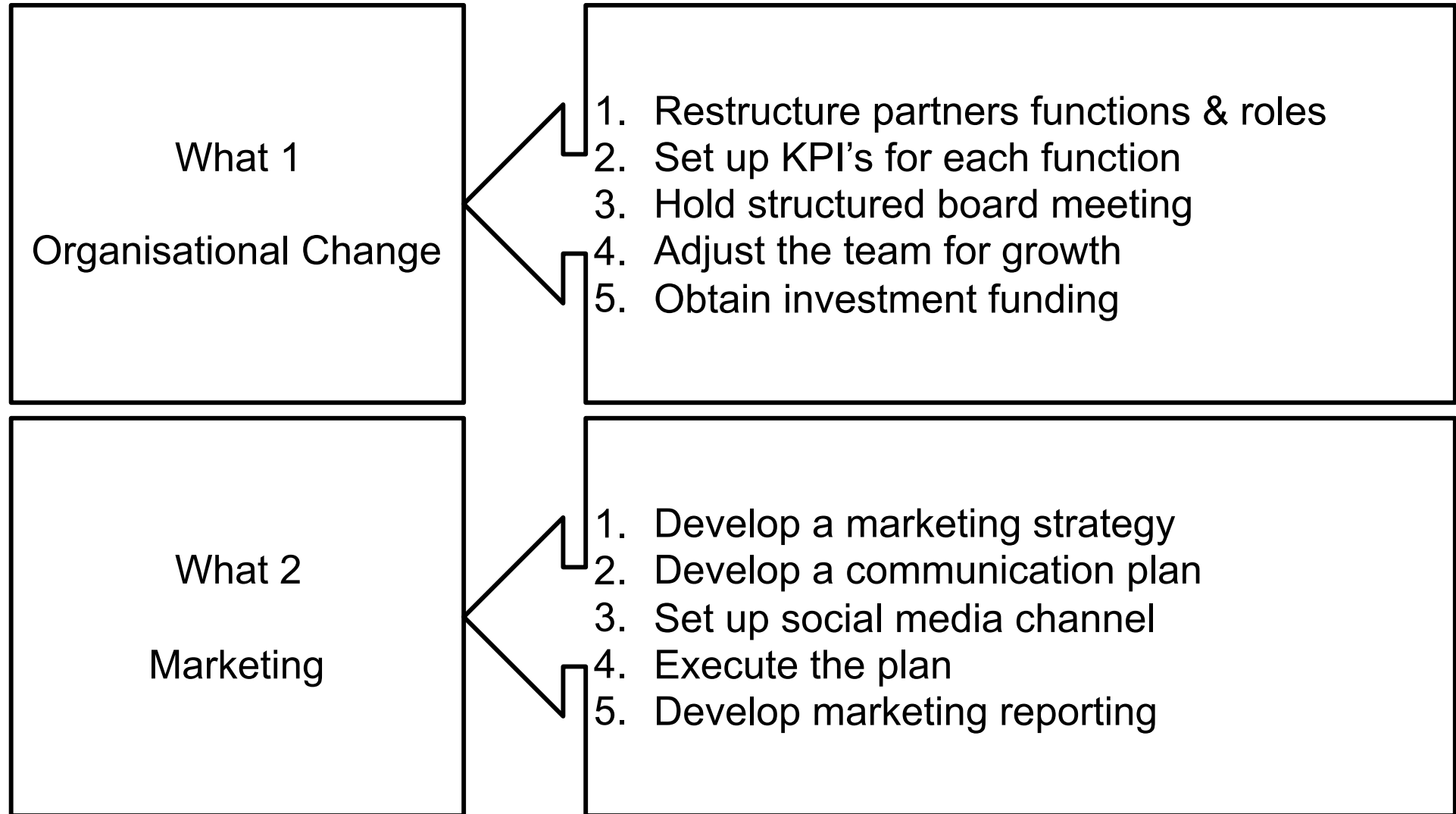
Print off the following template and complete it.  
There are examples to help you.

# WHATs to HOWs

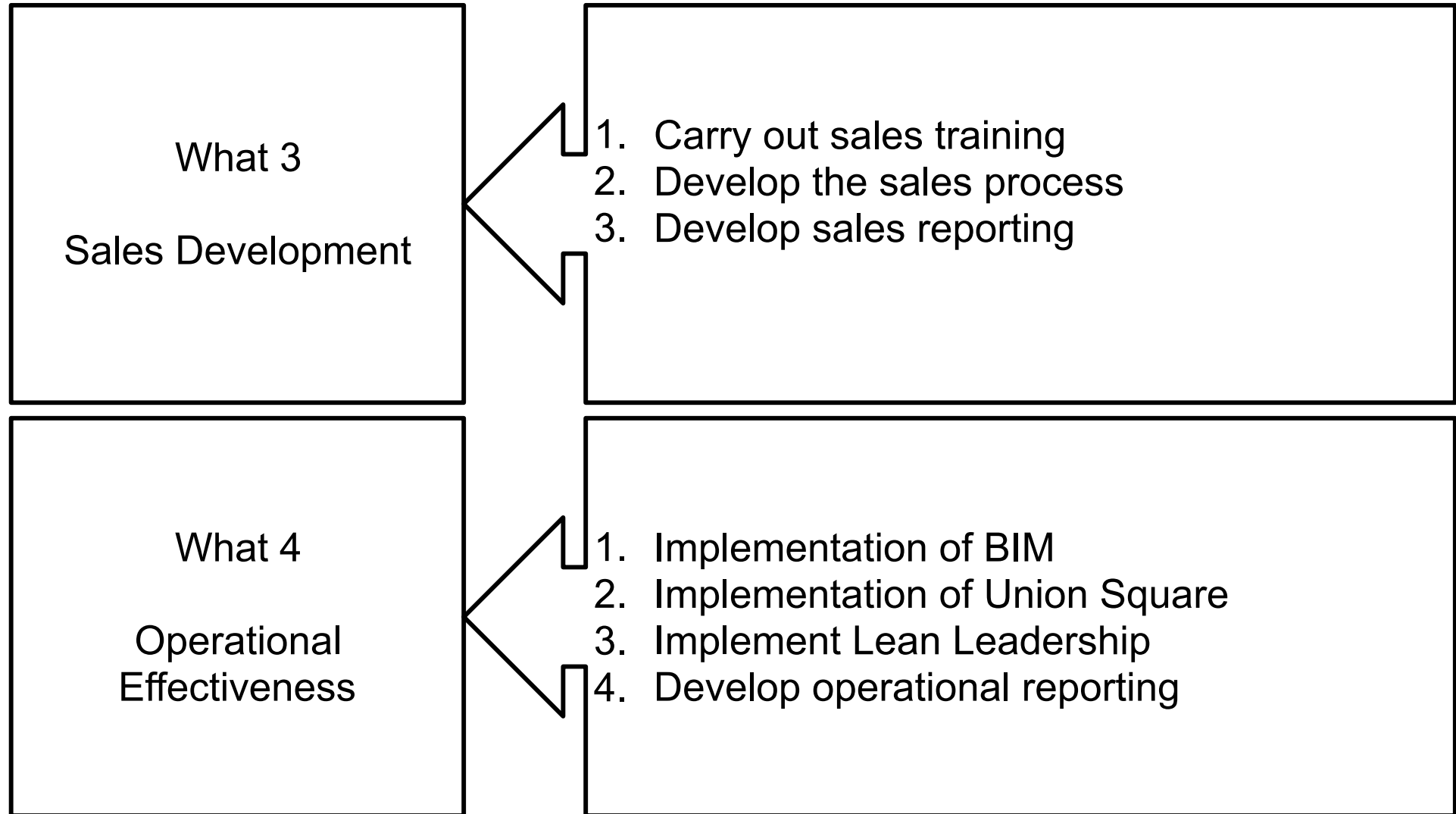




# WHATs to HOWs



# WHATs to HOWs



# Step 3

## Projects Detail

Add more detail to define the projects

Print off the following template and complete it.  
There are examples to help you.

**HOWS** →

# Projects

**WHATS** ↓

**Champion**

1					
2					

## ALIGNMENT KEY

\* = Strong driver

○ = Supporting driver

**Traffic  
Lights**

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**HOWS** 

**Projects**

**WHATS** 

		Champion	All	CB	ALL	MW	CB
1	Organisational change		*	*	*	○	*
2	Marketing		*	*	*	*	○
			Develop a marketing strategy	Develop a communication plan	Set up social media channel	Execute the plan	Develop marketing reporting
		Traffic Lights					

**ALIGNMENT KEY**

\* = Strong driver

○ = Supporting driver

**HOWS** 

**Projects**

**WHATS** 

		Champion	Carry out sales training	Develop the sales process	Develop sales reporting		
		<b>CB</b>	<b>CB</b>	<b>CB</b>	<b>CB</b>		
3	Sales	*	*	○			
4	Operational Excellence	*	*	○	○		
			Implement ation of BIM	Implement ation of Union Square	Implement Lean Leadership	Develop operational reporting	
	<b>Traffic Lights</b>						

**ALIGNMENT KEY**

\* = Strong driver

○ = Supporting driver

# Step 4

## Action Plans

Complete the actions plans

Print off the following template and complete it.  
There are examples to help you.





## Then... action plans

Details from SPP

Action plan:

- Actions
- By when
- By whom

### Project 1 – Organizational Change

Action	By Whom	By When
Restructure partners functions	ALL	July
Set up KPIs for each function	CB	AUG
Hold structured board meetings	All	AUG
Adjust the team for growth	MW	AUG
Obtain investment funding	CB	AUG

## Then... action plans

Details from SPP

Action plan:

- Actions
- By when
- By whom

### Project 2 – Marketing

Action	By Whom	By When
Develop a marketing strategy	CB/JC	AUG
Develop a communication plan	CB/JC	AUG
Set up social media automation	CB/JC	SEP
Execute the plan	CB/JC	SEP
Develop marketing reporting	JC	AUG

## Then... action plans

Details from SPP

Action plan:

- Actions
- By when
- By whom

### Project 3 – Sales

Action	By Whom	By When
Carry our sales training	CB	AUG
Develop the sales process	CB	AUG
Develop sales reporting	CB	AUG

## Then... action plans

Details from SPP

Action plan:

- Actions
- By when
- By whom

### Project 4 – Operational Excellence

Action	By Whom	By When
Implementation of BIM	MW	Oct
Implementation of Union Square	CB	Oct
Implementation lean leadership	MW	SEP
Develop operational reporting	MW	AUG

# Support

## The Young Business Owner Academy

You can get more support by joining our academy. It's about sharing, supporting and learning about business



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