

ACME Corp

# Acme Corporation

## Strategy Review Meeting For FY16

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AGENDA



ACME Corp


- I. Acme Corporation Overview / Performance**
- II. Department Review  
- Department Performance / Scorecard**
- III. Strategic Topics / Deep Dive**
- IV. Wrap-Up and Next Steps**

 Not Started    Deferred    On Target    Off Target    Waiting    Critical    Achieved


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AGENDA - ORDER OF PRESENTATION



**Deb Smith**  
**Administration: JoAnne Rogers**  
**Customer Service: Mikey Houglan**  
**IT Group: Nate Platt**  
**Marketing: Sales / Marketing VP**



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OVERALL - PERFORMANCE TO DATE

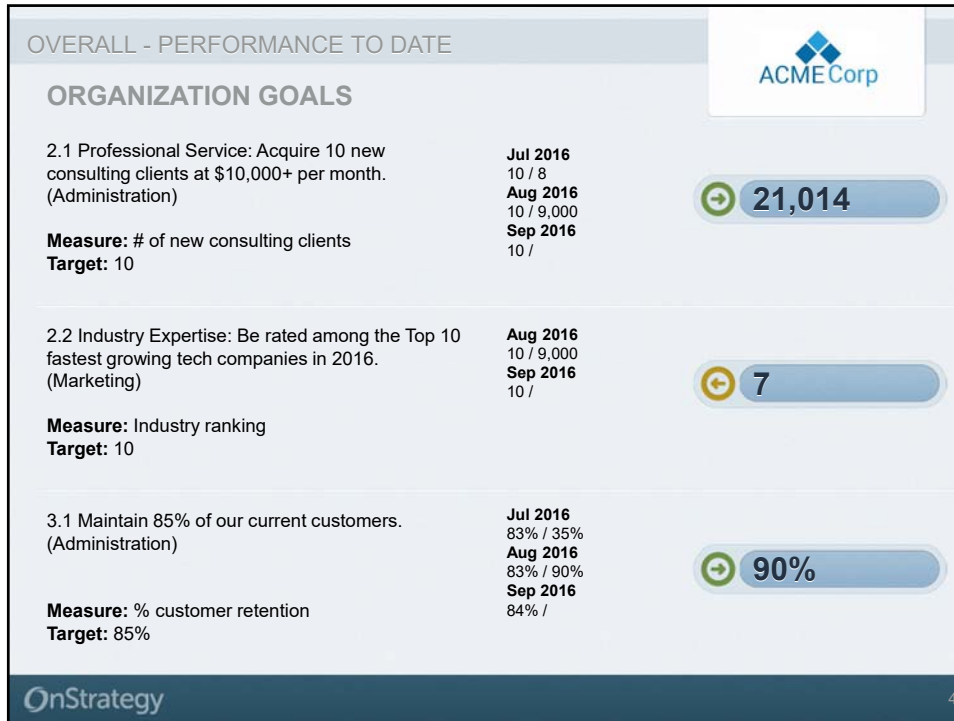


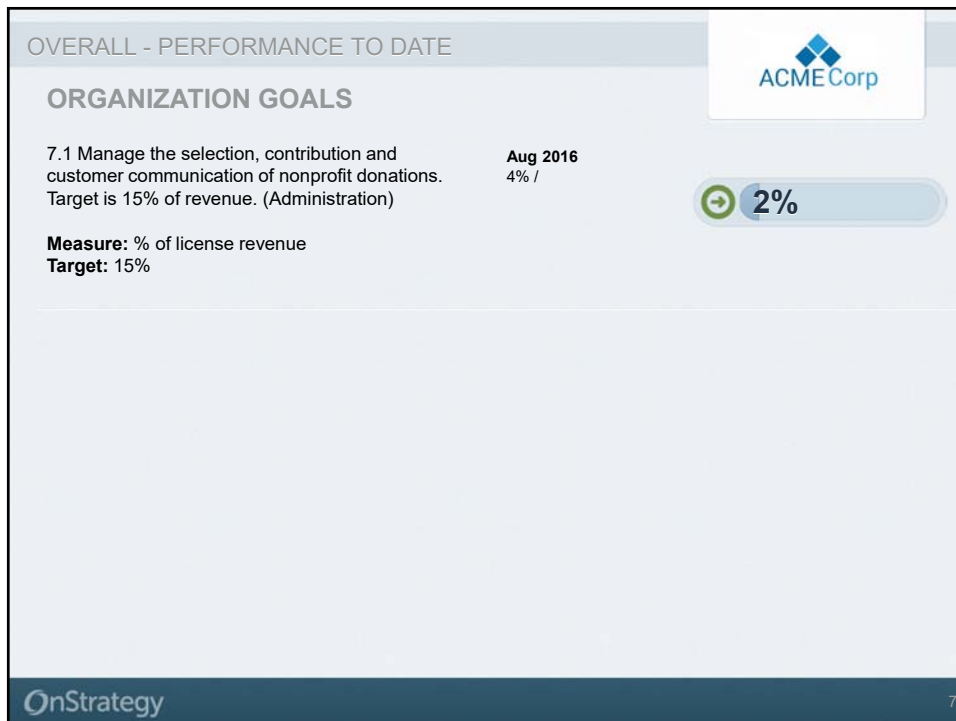
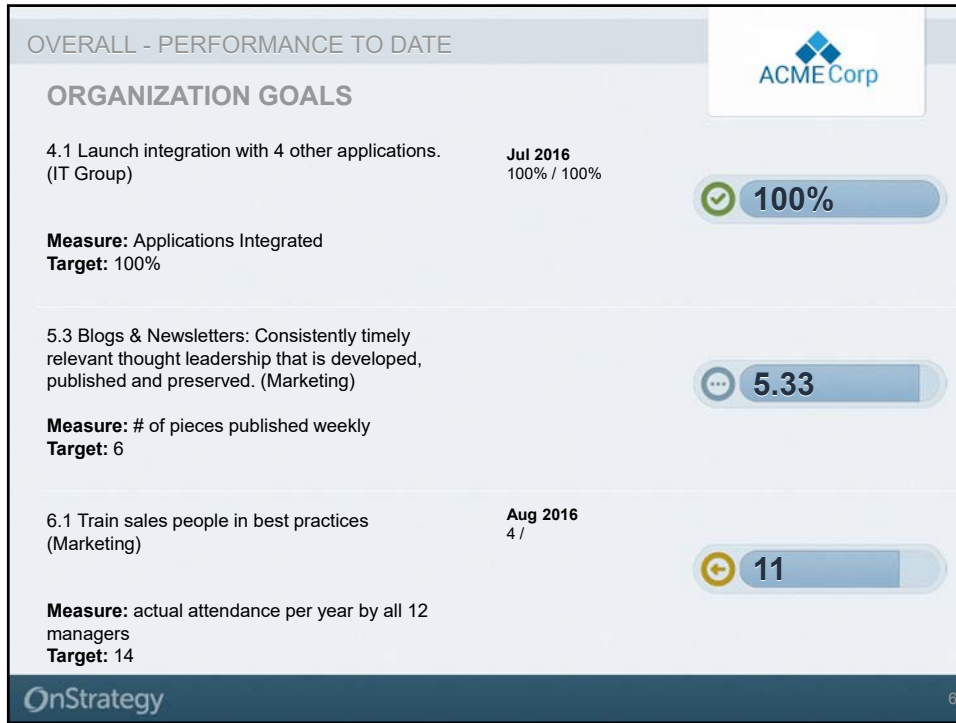
**ORGANIZATION GOALS**


<p>1.1 Generate sales of \$1.5 million by the end of the year. (Administration)</p>	<p><b>Jul 2016</b> \$75,000 / \$135,000  <b>Aug 2016</b> \$75,000 / \$200,000  <b>Sep 2016</b> \$160,000 / \$700,000</p>	
<p><b>Measure:</b> \$ in sales  <b>Target:</b> \$1,500,000</p>		
<p>1.2 Maintain profitability with a budget allocation of 50% for business re-investment for product development. (Administration)</p>	<p><b>Jul 2016</b> 50% /  <b>Aug 2016</b> 50% / 40%  <b>Sep 2016</b> 50% / 75%</p>	
<p><b>Measure:</b> % of budget allocated for product development  <b>Target:</b> 50%</p>		
<p>1.3 Increase average billable hour factor. (Administration)</p>	<p><b>Jul 2016</b> \$270 / \$250  <b>Aug 2016</b> \$270 / \$289  <b>Sep 2016</b> \$280 /</p>	
<p><b>Measure:</b> \$ per billable hour.  <b>Target:</b> \$300</p>		




3








**Administration**  
JoAnne Rogers






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ADMINISTRATION - PERFORMANCE TO DATE




**DEPARTMENT GOALS**

1.1.1 Develop our credit card program.	<b>Jul 2016:</b> \$10,000 / Actual: <b>Aug 2016:</b> \$10,000 / Actual: \$8,500 <b>Sep 2016:</b> \$20 / Actual: \$67,000	 <b>\$75,500</b>
<b>Measure:</b> Gross Revenue <b>Target:</b> \$50,000		
1.1.2 Software Licenses: Generate \$300,000 from added software features by the end of each FY.	<b>Jul 2016:</b> \$25,000 / Actual: <b>Aug 2016:</b> \$25,000 / Actual: \$250 <b>Sep 2016:</b> \$25,000 / Actual: \$250,000	 <b>\$605,250</b>
<b>Measure:</b> \$ generated from added software features <b>Target:</b> \$300,000		
3.1.2 Develop a competitive analysis survey for our market.		 <b>0</b>
<b>Measure:</b> % Complete <b>Target:</b>		



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**Customer Service**  
Mikey Houglan

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CUSTOMER SERVICE - PERFORMANCE TO DATE



**DEPARTMENT GOALS**

1.1.4 Professional Consulting: Generate \$700,000 in web design consulting.

**Measure:** \$ generated from web design consulting  
**Target:** \$700,000

**Jul 2016:** \$59,000 / Actual:  
**Aug 2016:** \$59,000 / Actual:  
**Sep 2016:** \$63,000 / Actual:  
\$53,000

**\$307,000**

3.3.4 Maintain or decrease the Churn Rate of Licenses which is currently at 7.99%.

**Measure:** % Churn  
**Target:** 7.99%

**8.01%**


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**IT Group**  
Nate Platt

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IT GROUP - PERFORMANCE TO DATE



**DEPARTMENT GOALS**

2.1.3 Work on new program for...

0

**Measure:**  
**Target:** 50%

3.3.1 Grow average monthly licenses by 40% to 840

600

**Measure:** # Licenses  
**Target:** 840

3.3.2 Grow new customer conversions by 100% to an average of 78/month.

**Measure:** # of new licenses  
**Target:** 78

**Jul 2016:**  
78 / Actual: 85  
**Aug 2016:**  
78 / Actual:  
**Sep 2016:**  
78 / Actual:

78

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IT GROUP - PERFORMANCE TO DATE

**DEPARTMENT GOALS**

3.3.3 Grow new customer trials by 25% to mark of 88 New Trials per month.

**Measure:** # of New Trials  
**Target:** 88

0

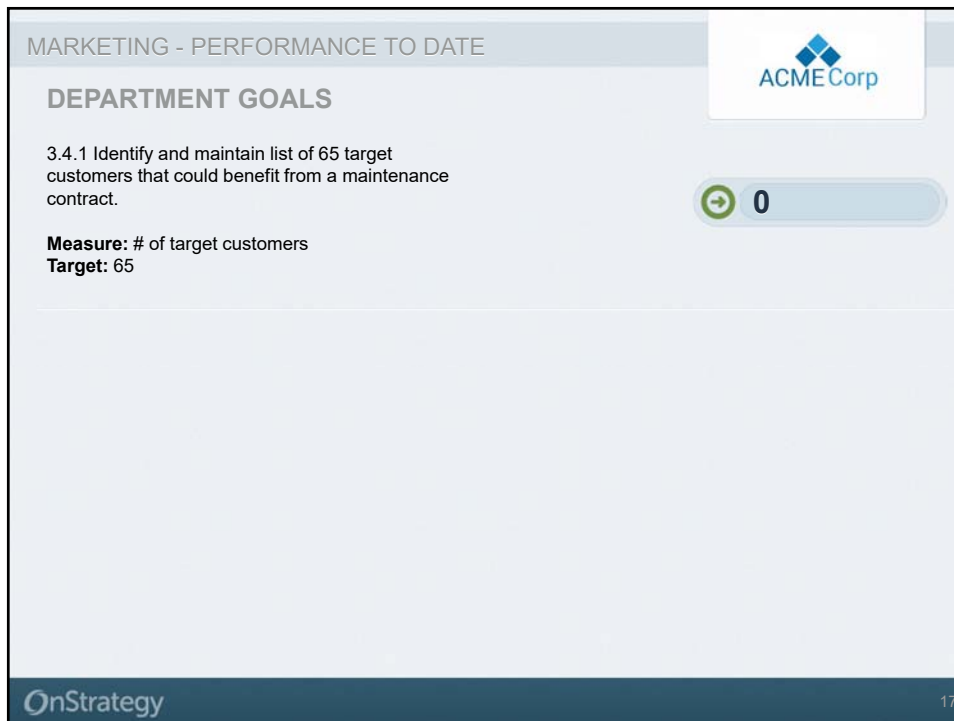
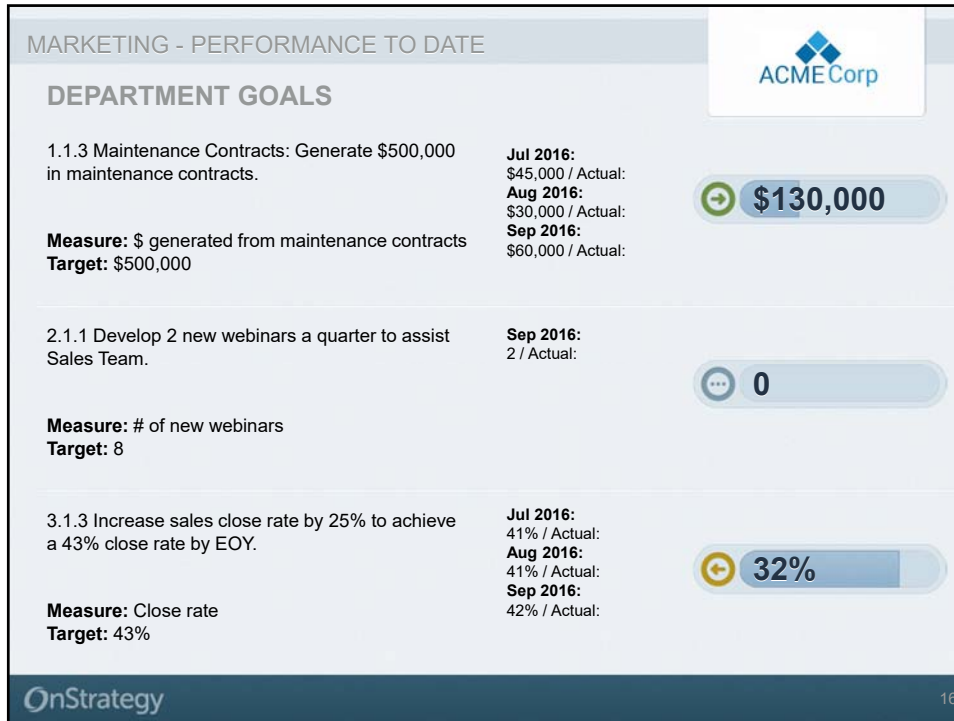
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**Marketing**  
Sales / Marketing VP

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## WRAP-UP AND NEXT STEPS



- I. What needs to be done in response to this meeting?**
- II. What responsibilities do each of us have to keep the strategic plan moving forward?**
- III. What is the date of our next Strategy Review Meeting?**