

## Acme Corporation : Strategic Plan 2014-2016

Mission and Vision	Objective	Organization Goals	Performance Measures and Targets	Department Goals	Performance Measures and Targets	Team Member Goals	Performance Measures and Targets	Team Member Action Items
<b>Mission Statement</b>  Our core purpose is to create technology solutions for forward-thinking organizations to empower their success and to magnify their impact.  <b>Vision Statement</b>  We envision being THE technology experts and resource center for small and medium-sized organizations.  <b>Core Values</b>  1. Purpose & Growth - our foundation is built on our purpose and provides a place for our team's passion.  2. Client Focus - a razor-sharp focus on our customer's growth is essential and the only way to succeed.  3. Integrity - to have honesty and respect for all individuals.  4. Leadership - to empower and inspire entrepreneurial	1 Financial Sustainability: Grow our business in a responsible and controlled way to increase revenue by 30% year-over-year for the next 3 years while maintaining a 20% net profit margin each year.	1.1 Generate sales of \$1.5 million by the end of the year. (Administration) (12/31/20)	M: \$ in sales T: \$2,535,000	1.1.1 Professional Consulting: Generate \$700,000 in web design consulting. (Customer Service) (12/31/16)	M: \$ generated from web design consulting T: \$700,000	1.1.1.1 example (Sales / Marketing VP) (12/31/16)	M: T:	1.1.1.1.1 example 2.0 (Crystal O'Langdon) (12/01/16)
				1.1.2 Maintenance Contracts: Generate \$500,000 in maintenance contracts. (Marketing) (12/31/16)	M: \$ T: \$500,000			
				1.1.3 Software Licenses: Generate \$300,000 from added software features by the end of each FY. (Administration) (12/31/16)	M: \$ generated from added software features T: \$300,000	1.1.3.1 Develop 8 software programs to monitor licenses. (Grant Howell) (12/31/16)	M: # of software programs T: 8	
		1.1.3.2 Build Collateral (Sales Director) (12/31/16)	M: % complete T: 100%					
		1.2 Maintain profitability with a budget allocation of 50% for business re-investment for product development. (Administration) (12/31/16)	M: % of budget allocated for product development T: 50%					
	1.3 Increase average billable hour factor. (Administration) (12/31/16)	M: \$ per billable hour. T: \$300						
	2 Best in class experience.	2.1 Improve customer satisfaction, evidenced by 97% customer satisfaction score. (12/31/16)	M: T:					
	3 Professional Services: To be the professional partner of choice.	3.1 Professional Service: Acquire 10 new consulting clients at \$10,000+ per month. (Administration) (12/31/16)	M: # of new consulting clients T: 10	3.1.1 Develop 2 new webinars a quarter to assist Sales Team. (Marketing) (12/31/16)	M: # of new webinars T: 8	3.1.1.1 Develop 15 minute "Basic Package" presentation. (Crystal O'Langdon) (12/31/15)	M: % Complete T: 100%	
						3.1.1.2 Review existing presentations format for consistency.	M: % Complete T: 100%	

<p>5. Professionalism - to be professional in our actions to our clients, partners and each other.</p> <p>6. Excellence - to continually pursue knowledge and learn.</p> <p>7. Community Service - to effectively help organizations to make an impact.</p> <p>8. Fun - to have enjoyment and fulfillment in our work.</p>						(Crystal O'Langdon) (03/22/14)		
						3.1.1.3 Create a consistent slide template for Webinars. (Thomas Wright) (12/31/15)	M: % Complete of standard templates T: 100%	
					3.1.2 Develop a new software program to track clients (IT Group) (12/31/15)	M: % of program completed T: 100%		
					3.1.3 Work on new program for.... (IT Group) (12/31/16)	M: T: 50%		
		3.2 Industry Expertise: Be rated among the Top 10 fastest growing tech companies in 2016. (Marketing) (12/31/16)	M: Industry ranking T: 10					
	4 Maintenance Contracts: To be viewed as the top technology resource in the western region.	4.1 Maintain 85% of our current customers. (Administration) (12/31/16)	M: % customer retention T: 85%	4.1.1 Implement marketing campaign to draw in new markets. #studentlearning (Marketing) (12/31/13)	M: % completed T: 100%	4.1.1.1 Research and identify 6 opportunities in new markets that company could expand into. (JoAnne Rogers) (06/30/16)	M: % complete T: 6	4.1.1.1.1 Complete a competitive analysis study of our current and prospective markets. (Tom Jones) (04/30/12)
						4.1.1.2 Develop campaign material for new markets. (Sales Director) (12/31/13)	M: % complete T: 100%	
						4.1.1.3 Create new web pages (rough draft) for the campaign promotion. (Randall Scion) (05/31/13)	M: % Complete T: 100%	
				4.1.2 Develop a competitive analysis survey for our market. (Administration) (12/31/16)	M: % Complete T: 100%			
				4.1.3 Increase sales close rate by 25% to achieve a 43% close rate by EOY. (Marketing) (12/31/16)	M: Close rate T: 43%			
		4.2 Achieve an average of a 9 point	M: Customer satisfaction score					

		satisfaction score on exit surveys. (Customer Service) (12/31/16)	T: 9					
		4.3 Maintenance Contracts: Acquire an average of 7 new maintenance contracts per month (12/31/16)	M: avg monthly # of new maintenance contracts T: 7	4.3.1 Identify and maintain list of 65 target customers that could benefit from a maintenance contract. (Marketing) (12/31/16)	M: # of target customers T: 65			
		4.4 Licensing: Acquire 3,000 total licenses by the end of the year. (12/31/16)	M: # of new licenses T: 3,000	4.4.1 Grow average monthly licenses by 40% to 840 (IT Group) (12/31/16)	M: # Licenses T: 840			
				4.4.2 Grow new customer conversions by 100% to an average of 78/month. (IT Group) (12/31/16)	M: # of new licenses T: 78			
				4.4.3 Grow new customer trials by 25% to mark of 88 New Trials per month. (IT Group) (12/31/16)	M: # of New Trials T: 88			
				4.4.4 Maintain or decrease the Churn Rate of Licenses which is currently at 7.99%. (Customer Service) (12/31/16)	M: % Churn T: 7.99%	4.4.4.1 Secure coaching on Customer Success Manager for team. (Crystal O'Langdon) (12/09/16)	M: % Complete T: 100%	
		5 Innovation/Product Development: Continue to develop technology innovation.	5.1 Launch integration with 4 other applications. (IT Group) (05/30/16)	M: Applications Integrated T: 100%	5.1.1 Map out entire integration process (Web Specialists) (06/30/15)	M: Map completed T: 100%		
	6 Overall Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.	6.1 Set up computers to be accessed from any destination. (Administration) (12/31/15)	M: % complete of computer accessible from any destination T: 100%	6.1.1 Purchase necessary software/hardware or make arrangements with an internet service provider for virtual access. (IT Group)	M: % complete T: 100%			
		6.2 Define all procedures and process in writing in order to support projected growth. (12/31/15)	M: % of process in writing. T: 100%					
		6.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published	M: # of pieces published weekly T: 6	6.3.1 Write 1 blog post per week (Web Specialists) (12/31/13)	M: # of blog posts T: 52			
				6.3.2 Write 2 newsletters per month.	M: # of newsletters			

		and preserved. (Marketing) (12/31/16)		(Administration) (12/31/13)	T: 2			
	7 Training: Actively help our team to develop and grow professional and personally by supporting a flexible work life, providing intellectually engaging work, and fair compensation.	7.1 Train sales people in best practices (Marketing) (11/30/16)	M: actual attendance per year by all 12 managers T: 14					
		7.2 Develop better communication and presentation skills to increase ability to work with and assist clients. (Customer Service) (12/31/13)	M: % complete in communication/presentation skills T: 100%					
	8 Community Involvement: Develop and implement a corporate giving strategy that is in line with our competitive advantages.	8.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue. (Administration) (12/31/16)	M: % of license revenue T: 15%	8.1.1 Determine budget for Community Involvement party. (Customer Service) (05/31/15)	M: % Complete T: 100%	8.1.1.1 Solicit ideas for theme, entertainment, catering for Community Involvement party. (Thomas Wright) (07/31/15)	M: % Complete T: 100%	