ACME CORPORATION: STRATEGIC PLAN 2014-2016

MISSION AND VISION	STRATEGIC OBJECTIVE	ORGANIZATION GOALS	MEASURES AND TARGETS	DEPARTMENT GOALS	MEASURES AND TARGETS	TEAM MEMBER GOALS	MEASURES AND TARGETS	TEAM MEMBER ACTION ITEMS
Mission Statement Our core purpose is to create technology solutions for	controlled way to increase revenue by 30% ons year-over-year for the	1.1 Generate sales of \$1.5 million by the end of the year. (Administration) (12/31/25)	M: \$ in sales T: \$2,535,000	1.1.1 Develop our credit card program. (Administration) (12/31/20)	M: Gross Revenue T: \$50,000	1.1.1.1 Complete a park Master Plan (JoAnne Rogers) (12/31/20)	M: Total number of active cards. T: 12,000%	
forward-thinking organizations to empower their success and to magnify their impact.				1.1.2 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	1.1.2.1 Develop 8 software programs to monitor licenses. (Grant Howell) (12/31/16)	M: # of software programs T: 8	
Vision Statement						1.1.2.2 Build marketing collateral (Sales Director) (12/31/16)	M: % complete collateral T: 100%	
We envision being THE technology experts and resource center for small and mediumsized organizations.				1.1.3 Maintenance Contracts: Generate \$500,000 in maintenance contracts. (Marketing) (12/31/16)	M: \$ generated from maintenance contracts T: \$500,000			
Core Values				1.1.4 Professional Consulting: Generate \$700,000 in web design consulting. (Customer Service) (12/31/16)	M: \$ generated from web design consulting T: \$700,000			
 Purpose & Growth - our foundation is built on our purpose and provides a place for our team's 		1.2 Maintain profitability with a budget allocation of 50% for business reinvestment for product development. (Administration) (12/31/16)	M: % of budget allocated for product development T: 50%					
passion. Client Focus - a razor- sharp focus on our		1.3 Increase average billable hour factor. (Administration) (12/31/16)	M: \$ per billable hour. T: \$300					
customer's growth is essential and the only way to succeed. Integrity - to have	2 Professional Services: To be the professional partner of choice.	2.1 Professional Service: Acquire 10 new consulting clients at \$10,000+ per month. (Administration) (12/31/16)	M: # of new consulting clients T: 10	2.1.1 Develop 2 new webinars a quarter to assist Sales Team. (Marketing) (12/31/16)	M: # of new webinars T: 8	2.1.1.1 Develop 15 minute "Basic Package" presentation. (Crystal O'Langdon)	M: % Complete T: 100%	
honesty and respect						(12/31/15) 2.1.1.2 Review	M: % Complete	2.1.1.2.1 Develop

	for all individuals. Leadership - to empower and inspire entrepreneurial						existing presentations format for consistency. (Crystal O'Langdon) (03/22/14)	T: 100%	campaign materials for 3 new markets. (Crystal O'Langdon) (12/31/16)
	leaders. Professionalism - to be professional in our actions to our						2.1.1.3 Create a consistent slide template for Webinars. (Thomas Wright) (12/31/15)	M: % Complete of standard templates T: 100%	
	clients, partners and each other.				2.1.2 Develop a new software program to track clients (IT Group)	M: % of program completed T: 100%			
•	Excellence - to continually pursue knowledge and learn.				2.1.3 Work on new program for (IT Group) (12/31/16)	M: T: 50%			
	Community Service - to effectively help organizations to make an impact		2.2 Industry Expertise: Be rated among the Top 10 fastest growing tech companies in 2016. (Marketing) (12/31/16)	M: Industry ranking T: 10					
•	enjoyment and fulfillment in our work.	3 Maintenance Contracts: To be viewed as the top technology resource in the western region.	3.1 Maintain 85% of our current customers. (Administration) (12/31/16)	ustomers. T: 85% marketing campaign to T: 100% draw in new markets.	marketing campaign to draw in new markets. #studentlearning		3.1.1.1 Research and identify 6 opportunities in new markets that company could expand into. (JoAnne Rogers) (06/30/16)	M: % complete T: 6	3.1.1.1.1 Complete a competitive analysis study of our current and prospective markets. (Tom Jones) (04/30/12)
							3.1.1.2 Develop campaign material for new markets. (Sales Director) (12/31/13)	M: % complete T: 100%	
					3.1.1.3 Create new web pages (rough draft) for the campaign promotion. (Randall Scion) (05/31/13)	M: % Complete T: 100%			
					3.1.2 Develop a competitive analysis survey for our market. (Administration) (12/31/16)	M: % Complete T: 100%			
					3.1.3 Increase sales close rate by 25% to achieve a 43% close rate by EOY. (Marketing) (12/31/16)	M: Close rate T: 43%			
			3.2 Achieve an average of a 9 point satisfaction	M: Customer satisfaction score					

	score on exit surveys. (Customer Service) (12/31/16)	T: 9				
	3.3 Licensing: Acquire 3,000 total licenses by the end of the year. (12/31/16)	M: # of new licenses T: 3,000	3.3.1 Grow average monthly licenses by 40% to 840 (IT Group) (12/31/16)	M: # Licenses T: 840		
			3.3.2 Grow new customer conversions by 100% to an average of 78/month. (IT Group) (12/31/16)	M: # of new licenses T: 78		
			3.3.3 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		
			3.3.4 Maintain or decrease the Churn Rate of Licenses which is currently at 7.99%. (Customer Service) (12/31/16)	M: % Churn T: 7.99%	3.3.4.1 Secure coaching on Customer Success Manager for team. (Crystal O'Langdon) (12/09/16)	M: % Complete T: 100%
	3.4 Maintenance Contracts: Acquire an average of 7 new maintenance contracts per month (12/31/16)	M: avg monthly # of new maintenance contracts T: 7	3.4.1 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 Innovation/Product Development: Continue to develop technology innovation.	4.1 Launch integration with 4 other applications. (IT Group) (08/30/16)	M: Applications Integrated T: 100%	4.1.1 Map out entire integration process (Web Specialists) (06/30/15)	M: % of Map completed T: 100%		
5 Overall Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.	5.1 Set up computers to be accessed from any destination. (Administration) (12/31/15)	M: % complete of computer accessible from any destination T: 100%	5.1.1 Purchase necessary software/hardware or make arrangements with an internet service provider for virtual access. (IT Group)	M: % complete T: 100%		
	5.2 Define all procedures and process in writing in order to support projected growth. (12/31/15)	M: % of process in writing. T: 100%				
	5.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved. (Marketing) (12/31/16)	M: # of pieces published weekly T: 6	5.3.1 Write 1 blog post per week (Web Specialists) (12/31/13)	M: # of blog posts T: 52		
			5.3.2 Write 2 newsletters per month. (Administration)	M: # of newsletters T: 2		

(12/31/13)

	5.4 Police to prevent blocking box. (09/30/18)	M: # of accidents from "blocked boxes" T: 25	5.4.1 Hire two new traffic officers. (09/30/18)	M: # of new officers hired T: 2	5.4.1.1 Host new position on website for traffic officer positions. (Sales Director) (09/30/18)	M: % of ad hosted on website T: 100%
6 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.	6.1 Train sales people in best practices (Marketing) (11/30/16)	M: actual attendance per year by all 12 managers T: 14				
	6.2 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%				
7 Community Involvement: Develop and implement a corporate giving strategy that is in line with our competitive advantages.	7.1 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%	7.1.1 Determine budget for Community Involvement party. (Customer Service) (05/31/15)	M: % Complete T: 100%	7.1.1.1 Solicit ideas for theme, entertainment, catering for Community Involvement party. (Thomas Wright) (07/31/15)	M: % Complete T: 100%