Acme Corporation
Strategic Plan 2014-2016

Strategic Plan

Foundation

Our Mission

Our core purpose is to create technology solutions for forward-thinking organizations to empower their success and to magnify their impact.

Our Core Values

- Purpose & Growth - our foundation is built on our purpose and provides a place for our team's passion.
- Client Focus - a razor-sharp focus on our customer's growth is essential and the only way to succeed.
- Integrity - to have honesty and respect for all individuals.
- Leadership - to empower and inspire entrepreneurial leaders.
- Professionalism - to be professional in our actions to our clients, partners and each other.
- Excellence - to continually pursue knowledge and learn.
- Community Service - to effectively help organizations to make an impact.
- Fun - to have enjoyment and fulfillment in our work.

Competitive Advantages

What we do best

- Reoccurring revenue that is scalable
- Assets and software products in place outside our services
- Innovative in marrying business process with technology
- Business Network - domestic and international
- Patented Intellectual Property - interactive, integrated web-based

Organization-Wide Strategies

How we will get there

Organization-Wide Focus:
2013 - Lay the foundation for the organization.
2014 - Execute a market penetration strategy to increase top line.
2015 - Standardization of all processes.
2016 - Develop the infrastructure to prepare for high growth.

Objectives and Organization Goals

Financial

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.

1.2 Maintain profitability with a budget allocation of 50% for business re-investment for product development.

1.3 Increase average billable hour factor.

2 Best in class experience.

2.1 Improve customer satisfaction, evidenced by 97% customer satisfaction score.

Customer

3 Professional Services: To be the professional partner of choice.

3.1 Professional Service: Acquire 10 new consulting clients at $10,000+ per month.

3.2 Industry Expertise: Be rated among the Top 10 fastest growing tech companies in 2016.

4 Maintenance Contracts: To be viewed as the top technology resource in the western region.

4.1 Maintain 85% of our current customers.

4.2 Achieve an average of a 9 point satisfaction score on exit surveys.

4.3 Maintenance Contracts: Acquire an average of 7 new maintenance contracts per month

4.4 Licensing: Acquire 3,000 total licenses by the end of the year.

Internal/Operational

5 Innovation/Product Development: Continue to develop technology innovation.

5.1 Launch integration with 4 other applications.

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.

6.2 Define all procedures and process in writing in order to support projected growth.

6.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.

People and Learning

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

7.2 Develop better communication and presentation skills to increase ability to work with and assist clients.

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.

9 Long Term Strategic Objective (No assignment, far reaching and broad based, 3-5 years out) [Sample Goal Cascading**]**

9.1 Organizational Goal (Corporate-wide, generally not assigned, 18-24 months) [**Sample Goal Cascading**]

Key Performance Indicators

How we measure success

Measure	Target
$ in sales	$2,535,000
$ per billable hour.	$300
# of new consulting clients	10
% customer retention	85%
avg monthly # of new maintenance contracts	7

Vision

What our Organization will look like

We envision being THE technology experts and resource center for small and medium-sized organizations.

Implementation

How we make strategy a habit

Appoint a strategic plan manager
Hold people accountable (now that they are able)
Put in place an incentive compensation plan
Coach for achievement
Empower managers
Hold effective strategy meetings - first Mondays
Hold annual retreat - second week in December