

# One Page Plan report – Formatting / printing instructions

Here is an example of the report from the MyStrategicPlan system and one that has been formatted:



## Reformatting this report will:

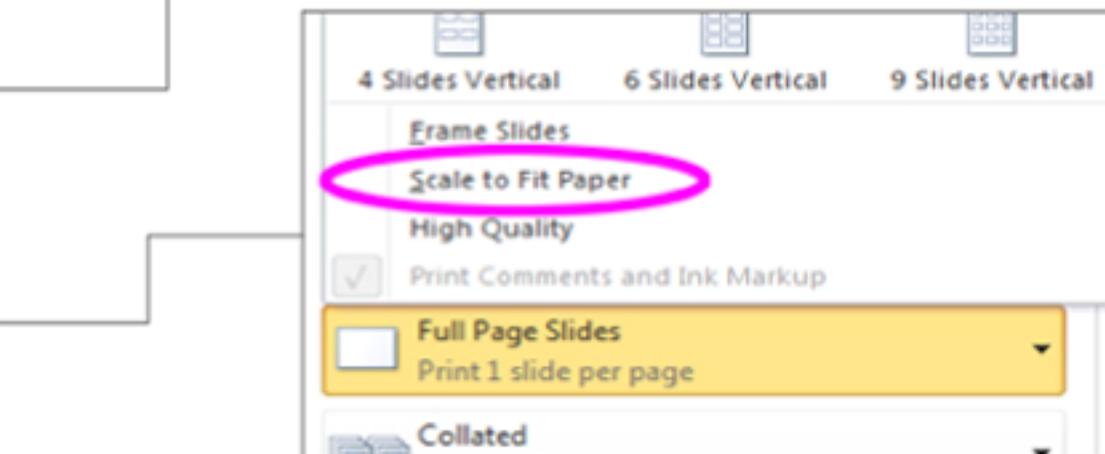
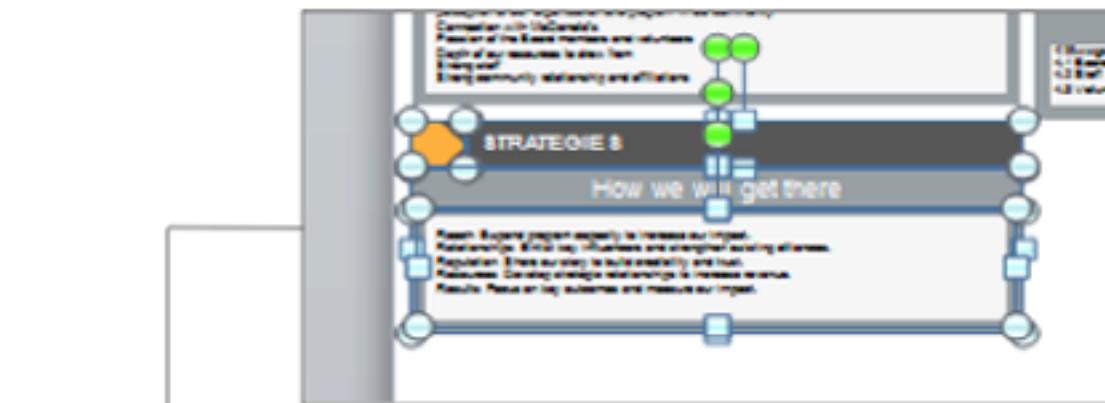
- Allow you to add/delete any data that you don't want to have shown.
- Remove text boxes that you do not have data in.
- Adjust the boxes to balance out the image on the screen.
- Allow you to increase/decrease font size according to your needs.

**To increase/decrease the size of the light gray boxes** that the text sits on top of, remove any extra line spaces from the text box, then click on the medium gray border around the text box and drag it up or down to change the size.

**Select the text boxes to increase/decrease the font size** of the text within each section. The default size is 6pt.

**To move or delete a section of the report as a group**, select the entire section by holding down the shift key and the left button on the mouse then drag the mouse over the section. Then go to Drawing Tools > Format > Group to group the section. Then you can use the up and down arrows to move the section. Once you are done moving the section, you can ungroup the section from Drawing Tools > Format > Group > Ungroup.

**This report is designed for 11 x 17 paper** to create a poster-size document. To print the report on a letter-size page, on the Print screen choose the dropdown next to the Full Page Slide and choose "Scale to Fit Paper." Then you can click Print.



# ACME CORPORATION TECHNOLOGY: STRATEGIC PLAN

## FOUNDATION

### Our Mission

The mission of Acme Corporation Technology is to create technology solutions for forward-thinking organizations.

### 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

## MAJOR EMPHASIS IN 2013

### How we will get there

Organization-Wide Focus:

2010 - Lay the foundation for the organization.

2011 - Execute a market penetration strategy to increase top line.

2012 - Standardization of all processes.

2013 - Develop the infrastructure to prepare for high growth.

Organization's Focus for 2012:

- Low Cost Provider

- Customer Intimacy

- Product Leadership

## OBJECTIVES AND ORGANIZATION GOALS

### Financial

#### 1 Revenue Growth: Grow our revenue by 30% each year

- 1.1 Generate sales of \$1 million by the end of the year. (Source:Quick Books)
- 1.2 Increase average billable hour factor. (Source: Time-tracking Program)

#### 2 Productivity Improvement: Maintain a 20% Net Profit Margin

- 2.1 Maintain profitability with a budget allocation of 50% for business re-investment for product development.
- 2.2 Maintain profitability with a budget allocation of 25% for cash reserves.
- 2.3 Maintain profitability with a budget allocation of 25% for profit sharing

### Programs/Services

#### 3 Current Customers: To be viewed as the valued and effective technology resource in the western region

- 3.1 Licensing: Acquire 1,000 total licenses by the end of the year.
- 3.2 Maintenance Contracts: Acquire an average of 5 new maintenance contracts per month
- 3.3 Provide new service packages to help clients achieve more success.
- 3.4 Develop understanding of technological issues had by existing customers.

#### 4 New Customers: Increase new customer base by being viewed as the professional partner of choice.

- 4.1 Reach a 15% annual increase in new customers over the next 2 years.
- 4.2 Professional Service: Acquire 3 new consulting clients (of \$5K+) per month.

### Internal Operations

#### 5 Administrative 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.
- 5.2 Define all procedures and process in writing in order to support projected growth.

#### 6 Sales/Marketing: Consistently communicate our value proposition across all mediums and increase awareness of our organization.

- 6.1 Attract: Increase the overall traffic to website by 20% (ended 2011 at 145,000 monthly unique visits).
- 6.2 Convert: Increase the number of leads who become customers from 20% to 25%.
- 6.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.

#### 7 Innovation/Product Development: Continue to develop technology innovation.

- 7.1 Launch integration with 2 other applications
- 7.2 Complete and launch the API
- 7.3 Launch a mobile app (ipad & iphone).

### People/Leadership

#### 8 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.

- 8.1 Create technology library and resource center
- 8.2 Train sales people in best practices
- 8.3 Develop better communication and presentation skills to increase ability to work with and assist clients.

#### 9 Culture: To align incentives and employee rewards with staff performance.

- 9.1 Increase the number of innovative ideas through an incentive program.

#### 10 Community Involvement: Develop and implement a corporate giving strategy that is in line with our competitive advantages.

- 10.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue.

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

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

## KEY PERFORMANCE INDICATORS

### How we measure success

Measure	Target
\$ in sales	\$1,000,000
\$ per billable hour.	\$200
# of new licenses	1,000
# of new maintenance contracts	5
% complete	100%
Total visits	174,000

## VISION

### What our Organization looks like

To be known as the technology experts and resource center for small to 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