

# Acme Corporation Technology : Strategic Plan

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>  The mission of Acme Corporation Technology is to create technology solutions for forward-thinking organizations.	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) (Administration) (12/31/13)	M: \$ in sales T: \$1,000,000	1.1.1 Software Licenses: Generate \$300,000 (Administration) (12/31/15)	M: \$ generated T: \$300,000	1.1.1.1 Secure 20 new license contracts quarterly. (JoAnne Rogers) (12/31/13)	M: # of new license contracts T: 80	
<b>Vision Statement</b>  To be known as the technology experts and resource center for small to medium-sized organizations.				1.1.2 Maintenance Contracts: Generate \$500,000 in maintenance contracts (Sales/Marketing) (12/31/13)	M: \$ T: \$500,000			
<b>Values</b>  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	2 Productivity Improvement: Maintain a 20% Net Profit Margin each year	2.1 Maintain a 20% profit margin in 2013. (Administration)	M: % Complete T: 100%	2.1.1 Maintain a 20% profit margin in 2013. (Administration) (12/31/13)	M: % profit margin T: 20%			
		2.2 Maintain profitability with a budget allocation of 50% for business re-investment for product development. (Administration) (12/31/13)	M: % for product development T: 50%					
		2.3 Increase average billable hour factor. (Source: Time-tracking Program) (Administration) (12/31/13)	M: \$ per billable hour. T: \$200					
	3 Licensing: Be viewed as the valued online resource	3.1 Licensing: Acquire 1,000 total licenses by the end of the year. (Operations) (12/31/13)	M: # of new licenses T: 1,000	3.1.1 Grow average monthly licenses by 40% to 427 (IT Group) (12/31/13)	M: # Licenses T: 427			
				3.1.2 Grow new customer conversions by 100% to an average of 60/month. (IT Group) (12/31/13)	M: # of new licenses T: 60			
				3.1.3 Grow new customer trials by 25% to mark of 75 New Trials per month. (IT Group) (12/31/13)	M: # of New Trials T: 75			
				3.1.4 Maintain or decrease the Churn Rate of Licenses which is currently at 8.5%. (Customer Service) (12/31/13)	M: % Churn T: 8.49%	3.1.4.1 Secure coaching on Customer Success Manager for team. (Crystal Langdon)	M: T: 100	
		3.2 Develop understanding of	M: % complete T: 100%					

	Understanding of technological issues had by existing customers. (IT Group) (10/30/13)						
4 Maintenance Contracts: To be viewed as the top technology resource in the western region.	4.1 Maintenance Contracts: Acquire an average of 5 new maintenance contracts per month (Sales/Marketing) (12/31/13)	M: avg monthly # of new maintenance contracts T: 5	4.1.1 Identify and maintain list of 50 target customers that could benefit from a maintenance contract. (Sales/Marketing) (12/31/13)	M: % Complete T: 100%			
	4.2 Maintain 75% of our current customers. (Customer Service) (02/01/13)	M: % increase in customer base annually T: 85%	4.2.1 Implement marketing campaign to draw in new markets. (Sales/Marketing) (12/31/13)	M: % completed T: 100%	4.2.1.1 Research and identify 6 opportunities in new markets that company could expand into. (Joanne & Tracy) (JoAnne Rogers) (06/30/13)	M: % complete T: 100%	4.2.1.1 Complete a competitive analysis study of our current and prospective markets. (Tom Jones) (04/30/12)
			4.2.1.2 Develop campaign material for new markets. (Sales Director) (12/31/13)	M: % complete T: 100%			
			4.2.1.3 Create new web pages (rough draft) for the campaign promotion. (Randall Scion) (05/31/13)	M: % Complete T: 100%			
			4.2.2 Develop a competitive analysis survey for our market. (Administration) (12/31/13)	M: % Complete T: 100%			
			4.2.3 Increase sales close rate by 25% (Sales/Marketing) (12/31/13)	M: % increase in close rate T: 25%			
5 Professional Services: To be the professional partner of choice.	5.1 Professional Service: Acquire 2 new consulting clients \$10,000+ per month. (Sales/Marketing) (12/31/13)	M: # of new consulting clients T: 24					
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 25% from 2012 by comparing against the same month of the previous year (ended 2012 at 145,000 monthly unique visits). (Web Specialists) (12/31/13)	M: Total visits T: 181,250	6.1.1 Web site: Update Google AdWords, home page and landing pages on a quarterly basis. (Web Specialists) (12/30/13)	M: % Complete T: 100%	6.1.1.1 Perform quarterly update of website with focus on home page and landing pages. (Rebecca Currie) (12/01/13)	M: # of updates T: 100%	
	6.2 Acquire: Increase rate of visit to lead from .41% to 1%. (Web Specialists)	M: % visits to lead T: 1%			6.1.1.2 Manage high performance of Google AdWords (click through and conversions). (John Smith) (12/31/13)	M: % Complete T: 100%	
	6.3 Convert: Increase the number of leads	M: # of leads who become customers (Performable)					

	the number of leads who become customers from 20% to 25%. (Web Specialists) (12/31/13)	Customer # of Leads T: 25%					
7 Innovation/Product Development: Continue to develop technology innovation.	7.1 Launch integration with 2 other applications (IT Group) (11/01/13)	M: % complete T: 100%	7.1.1 Map out entire integration process (Web Specialists) (12/31/13)	M: Map completed T: 100%			
	7.2 Complete and launch the API (IT Group) (12/31/13)	M: % complete T: 100%					
8 Overall Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.	8.1 Set up computers to be accessed from any destination. (Administration) (12/31/13)	M: # of computers set up each year T: 5	8.1.1 Purchase necessary software/hardware or make arrangements with an internet service provider for virtual access. (IT Group) (12/31/13)	M: % complete T: 100%			
	8.2 Define all procedures and process in writing in order to support projected growth. (Administration) (12/31/13)	M: % of process in writing. T: 100%					
	8.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved. (Sales/Marketing) (12/31/13)	M: % complete T: 100	8.3.1 Write 1 blog post per week (Web Specialists) (12/31/13) 8.3.2 Write 2 newsletters per month. (Administration) (12/31/13)	M: # of blog posts T: 52 M: # of newsletters T: 2			
9 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.	9.1 Train sales people in best practices (Sales/Marketing) (12/31/14)	M: actual attendance per year by all 12 managers T: 12	9.1.1 Test Goal #1- Develop a program to track the training (IT Group) (12/31/14)	M: % of program completed T: 100%			
	9.2 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%					
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. (Administration) (12/31/14)	M: % of license revenue T: 15%					
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**] (Operations) (12/31/14)	M: % complete T: 100%	11.1.1 Department Goal [Corporate Action Item] (Assigned to the Department responsible for seeing that the goal and its actions are completed, 12-18 months) (Public Policy) (09/01/13)	M: \$ T: \$5,000	11.1.1.1 Team Member Goal (or Dept Actions) (Assigned to Team Member responsible for seeing this goal completed, 6-12 months) (12/31/13)	M: % Complete T: 100%	11.1.1.1 Team Member Action (Assigned to the Team Member responsible for seeing this action completed, short term items only (30, 60, 90 days)) (05/31/13)