

Foundation		Objectives and Organization Goals		Key Performance Indicators					
Our Mission		Financial		How we measure success					
<p>The mission of Acme Corporation Technology is to create technology solutions for forward-thinking organizations.</p>		<p><b>1 Revenue Growth: Grow our revenue by 30% each year</b></p> <p>1.1 Generate sales of \$1 million by the end of the year. (Source:Quick Books)</p> <p>1.2 Increase average billable hour factor. (Source: Time-tracking Program)</p>		<p><b>Measure</b></p> <p>\$ in sales \$ per billable hour. # of new licenses # of new maintenance contracts % complete % increase in customer base annually # of consulting clients Total visits # of leads who become customers (Performable)</p> <p><b>Target</b></p> <p>\$1,000,000 \$200 1,000 5 100% 15% 36 174,000 25%</p>					
<p><b>Our Core Values</b></p> <ul style="list-style-type: none"> <li>Purpose &amp; Growth - our foundation is built on our purpose and provides a place for our team's passion</li> <li>Client Focus - a razor-sharp focus on our customer's growth is essential and the only way to succeed.</li> <li>Integrity - to have honesty and respect for all individuals.</li> <li>Leadership - to empower and inspire entrepreneurial leaders.</li> <li>Professionalism - to be professional in our actions to our clients, partners and each other.</li> <li>Excellence - to continually pursue knowledge and learn.</li> <li>Community Service - to effectively help organizations to make an impact.</li> <li>Fun - to have enjoyment and fulfillment in our work.</li> </ul>		<p><b>2 Productivity Improvement: Maintain a 20% Net Profit Margin</b></p> <p>2.1 Maintain profitability with a budget allocation of 50% for business re-investment for product development.</p> <p>2.2 Maintain profitability with a budget allocation of 25% for cash reserves.</p> <p>2.3 Maintain profitability with a budget allocation of 25% for profit sharing</p>		<p><b>Customer</b></p> <p><b>3 Current Customers: To be viewed as the valued and effective technology resource in the western region</b></p> <p>3.1 Licensing: Acquire 1,000 total licenses by the end of the year. For</p> <p>3.2 Maintenance Contracts: Acquire an average of 5 new maintenance contracts per month</p> <p>3.3 Provide new service packages to help clients achieve more success.</p> <p>3.4 Develop understanding of technological issues had by existing customers.</p>					
<p><b>Competitive Advantages</b></p> <p><b>What we do best</b></p> <p>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</p>		<p><b>Internal / Operational</b></p> <p><b>5 Administrative Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.</b></p> <p>5.1 Set up computers to be accessed from any destination.</p> <p>5.2 Define all procedures and process in writing in order to support projected growth.</p> <p><b>6 Sales/Marketing: Consistently communicate our value proposition across all mediums and increase awareness of our organization.</b></p> <p>6.1 Attract: Increase the overall traffic to website by 20% (ended 2011 at 145,000 monthly unique visits).</p> <p>6.2 Convert: Increase the number of leads who become customers from 20% to 25%.</p> <p>6.3 Blogs &amp; Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.</p>		<p><b>7 Innovation/Product Development: Continue to develop technology innovation.</b></p> <p>7.1 Launch integration with 2 other applications</p> <p>7.2 Complete and launch the API</p> <p>7.3 Launch a mobile app (ipad &amp; iphone).</p>					
<p><b>Organization-Wide Strategies</b></p> <p><b>How we will get there</b></p> <p>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.</p> <p>Organization's Focus for 2012: - Low Cost Provider - Customer Intimacy - Product Leadership</p>		<p><b>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.</b></p> <p>8.1 Create technology library and resource center</p> <p>8.2 Train sales people in best practices</p> <p>8.3 Develop better communication and presentation skills to increase ability to work with and assist clients.</p> <p><b>9 Culture: To align incentives and employee rewards with staff performance.</b></p> <p>9.1 Increase the number of innovative ideas through an incentive program.</p>		<p><b>10 Community Involvement: Develop and implement a corporate giving strategy that is in line with our competitive advantages.</b></p> <p>10.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue.</p> <p><b>11 Long Term Strategic Objective (No assignment, far reaching and broad based, 3-5 years out) [**Sample Goal Cascading**]</b></p> <p>11.1 Organizational Goal (Corporate-wide, generally not assigned, 18-24 months) [**Sample Goal Cascading**]</p>					
<p><b>Vision</b></p> <p><b>What our Organization will look like</b></p> <p>To be known as the technology experts and resource center for small to medium-sized organizations.</p>									
<p><b>Implementation</b></p> <p><b>How we make strategy a habit</b></p> <p>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</p>									