

Foundation

Our Mission

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

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

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

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 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)
- 2 Productivity Improvement: Maintain a 20% Net Profit Margin each year

2.1 Maintain a 20% profit margin in 2013.

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

2.3 Increase average billable hour factor. (Source: Time-tracking Program)

Customer

- 3 Licensing: Be viewed as the valued online resource

3.1 Licensing: Acquire 1,000 total licenses by the end of the year.

3.2 Develop understanding of technological issues had by existing customers.
- 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

4.2 Maintain 75% of our current customers.
- 5 Professional Services: To be the professional partner of choice.

5.1 Professional Service: Acquire 2 new consulting clients \$10,000+ per month.

Internal Operations

- 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).

6.2 Acquire: Increase rate of visit to lead from .41% to 1%.

6.3 Convert: Increase the number of leads who become customers from 20% to 25%.
- 7 Innovation/Product Development: Continue to develop technology innovation.

7.1 Launch integration with 2 other applications

7.2 Complete and launch the API
- 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.

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

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

People/Learning

- 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

9.2 Develop better communication and presentation skills to increase ability to work with and assist clients.
- 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
% complete	100%
avg monthly # of new maintenance contracts	5
Total visits	181,250

Vision

What our Organization will look 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