



Acme Corporation Technology : Strategic Plan Road Map

Objectives & Organization-Wide Goals	Short Term Goals (2012)	Mid Term Goals (2013-2014)	Long Term Goals (2015-2016)
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	✓		
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. Eor	✓		
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.	✓		
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).		✓	
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**]			
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