



















Strategic Plan

Administration: Action Plan

Date Revised: April 4, 2012

Priority	Objectives, Goals & Action Items	Who	Start Date/ End Date	Target, Measure	% Complete/ YTD	Status/ Variance
1 Revenue Growth: Grow our revenue by 30% each year						
High	1.1 Generate sales of \$1 million by the end of the year. (Source:Quick Books)	Administration	01/01/12 12/31/12	\$1,000,000 \$ in sales	\$175,000	\$-825,000
Normal	1.1.1 Professional Consulting: Generate \$200,000 in web design consulting <i>Comments on Status: 03/27/12 - finally achieved (VL) 03/22/12 - Test (VL)</i>	Web Specialists	01/01/12 12/31/12	200,000 \$	54,700	-145,300
Normal	1.1.2 Software Licenses: Generate \$300,000 <i>Comments on Status: 2/23/12- finally achieved (VL) 1/25/12 - actually not done 12/21/11 - goal was achieved (VL) 10/27/11 - Behind schedule (VL) 7/28/11 - Falling behind. (VL) 6/23/11 - Moving along quickly (VL) Meeting with Mr. Smith 9/29/11</i>	IT Group	01/01/11 12/31/12	\$300,000 Number of Completed Sales in Online Shopping Cart	\$89,500	\$-210,500
Normal	1.1.3 Maintenance Contracts: Generate \$500,000 in maintenance contracts <i>Comments on Status: Test comment</i>	Sales/Marketing	01/01/12 12/31/12	\$500,000 \$	\$132,300	\$-367,700
Normal	1.2 Increase average billable hour factor. (Source: Time-tracking Program) <i>Comments on Status: 5/6/10 Increase our rates on new proposals</i>	Administration	01/01/12 12/31/12	\$200 \$ per billable hour.	\$125	\$-75
2 Productivity Improvement: Maintain a 20% Net Profit Margin						
Normal	2.1 Maintain profitability with a budget allocation of 50% for business re-investment for product development. <i>Comments on Status: 3-28-2012: We are well on our way to funding the product. Waiting for Mary.</i>	Administration	01/01/12 12/31/12	50% % for product development	50 %	
Normal	2.2 Maintain profitability with a budget allocation of 25% for cash reserves. <i>Comments on Status: comment</i>	Administration	01/01/12 12/31/12	25% % for cash reserves	25 %	
Normal	2.3 Maintain profitability with a budget allocation of 25% for profit sharing	Administration	01/01/12 12/31/12	25% % for profit sharing	30 %	
4 New Customers: Increase new customer base by being viewed as the professional partner of choice.						
High	4.1 Reach a 15% annual increase in new customers over the next 2 years. <i>Comments on Status: 04/01/2010 - Changed the strategy 03/21/2011 - Using new advertising method</i>	Sales/Marketing	01/01/12 12/31/13	15% % increase in customer base annually	9%	-6%
Normal	4.1.1 Implement marketing campaign to draw in new markets. <i>Comments on Status: 4/01/10 - Initial materials completed for marketing campaign.</i>	Sales/Marketing	01/01/11 12/31/12	100% % completed	55 %	
Normal	4.1.1.1 Research and identify 6 opportunities in new markets that company could expand into. (Joanne & Tracy) <i>Comments on Status: 06/01/10 - shared information with Sue to complete the marketing campaign.</i>	JoAnne Rogers	01/20/11 06/30/12	100% % complete	97 %	
	4.1.2 Develop a competitive analysis survey for our market					

Normal	7.1.2 Develop a competitive analysis survey for our market. <i>Comments on Status: Waiting on Tim for report.</i>	Administration	06/01/12 12/31/12	100% % Complete	35 %	
5 Administrative Operations: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.						
Normal	5.2 Define all procedures and process in writing in order to support projected growth. <i>Comments on Status: Waiting for Sue</i>	Administration	04/01/12 12/31/12	100% % of process in writing.	50 %	
6 Sales/Marketing: Consistently communicate our value proposition across all mediums and increase awareness of our organization.						
Normal	6.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.	Web Specialists	01/01/12 12/31/12	100 % complete	33 %	
Normal	6.3.2 Write 2 newsletters per month.	Administration	01/01/12 12/31/12	2 # of newsletters	33 %	
Normal	6.3.2.1 Launch direct mail program with newsletters <i>Comments on Status: email written</i>	Rebecca Currie	09/01/12 12/31/12	6 # of newsletters	50 %	
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.						
High	8.1 Create technology library and resource center	Web Specialists	07/01/12 09/30/13	100% % complete	0 %	
High	8.1.1 Research recommended reading list and best practices related to technology	Administration	10/01/12 12/31/13	50 # of titles collected	10	-40
Normal	8.1.1.1 Use the internet to locate strategic planning titles, reading lists, professional organizations	JoAnne Rogers	03/12/12 04/02/13	15 # of books located	100 %	
9 Culture: To align incentives and employee rewards with staff performance.						
Normal	9.1 Increase the number of innovative ideas through an incentive program.	Administration	01/01/12 09/30/12	5 # of innovative ideas implemented	63 %	
Normal	9.1.1 Develop a program to encourage ideas from everyone.	Customer Service	01/01/12 09/30/12	100% % complete	100 %	
Normal	9.1.1.1 Research best practices in building employee morale	Mikey Hougland	02/01/11 05/01/11	5 # of ideas to implement	50 %	
Normal	9.1.2 Throw a party to kick off incentive program.	Customer Service	01/01/12 09/30/12	100% Party held	100 %	
Normal	9.1.2.1 Determine budget for party <i>Comments on Status: Plan to finish next week.</i>	Sue Smith	02/08/12 12/15/12	100% Budget created and approved	0%	-100%
Normal	9.1.2.2 Solicit ideas for theme, entertainment, catering. <i>Comments on Status: Deferred</i>	Sue Smith	02/08/12 03/22/12	100% Compilation of ideas to make decision	0%	-100%
10 Community Involvement: Develop and implement a corporate giving strategy that is in line with our competitive advantages.						
Normal	10.1 Manage the selection, contribution and customer communication of nonprofit donations. Target is 15% of revenue. <i>Comments on Status: We need a new / better process to monitor and publish.</i>	Administration	01/01/12 12/31/13	15% % of license revenue	20 %	
11 Long Term Strategic Objective (No assignment, far reaching and broad based, 3-5 years out) [**Sample Goal Cascading**]						
High	11.1 Organizational Goal (Corporate-wide, generally not assigned, 18-24 months) [**Sample Goal Cascading**]	Administration	01/01/12 12/31/13	100% % complete	0 %	

High	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) <i>Comments on Status: Numbers calculated from accountant for first quarter.</i>	Customer Service	01/01/11 02/01/12	\$5,000 \$	60 %	
Normal	11.1.1.1 Team Member Goal (or Dept Actions) (Assigned to Team Member responsible for seeing this goal completed, 6-12 months) <i>Comments on Status: Completed 4/18/2011</i>	John Smith	01/01/14 12/31/14	100% % Complete	100 %	