











Strategic Plan

Crystal Langdon: Action Plan - Summary

Date Revised: December 3, 2013

Priority	Goals	Who	Start Date/ End Date	Target, Measure	% Complete/ YTD	Status/ Variance
My Goals						
	3.1.4.1 Secure coaching on Customer Success Manager for team.	Crystal Langdon	12/09/13	100% % Complete	30%	 As of 12/03/13
	3.1.4.2 To provide increased value to all existing online customers to enhance "stickiness."	Crystal Langdon	01/01/13 12/31/13	80% % of retention rate	23%	 As of 12/03/13
High	3.1.4.4 Extend the contracts for 10 "at risk" customers a month.	Crystal Langdon	01/01/13 12/31/13	120 10	134	 14 As of 12/03/13
High	5.1.1.1 Develop 15 minute "Basic Package" presentation.	Crystal Langdon	01/12/13 11/01/13	100% % Complete	0%	 As of 12/03/13
	5.1.1.2 Review existing presentations format for consistency.	Crystal Langdon	01/12/13 03/22/14	100% % Complete	40%	 As of 12/03/13

Crystal Langdon: Action Plan - Detail

Priority	Objectives, Goals & Action Items	Who	Start Date/ End Date	Target, Measure	% Complete/ YTD	Status/ Variance
3 Licensing: Be viewed as the valued online resource						
Normal	3.1 Licensing: Acquire 1,000 total licenses by the end of the year.	Operations	01/01/13 12/31/13	1,000 # of new licenses	580	 -420 As of 11/04/13
Normal	3.1.4 Maintain or decrease the Churn Rate of Licenses which is currently at 8.5%.	Customer Service	01/01/13 12/31/13	8.49% % Churn	8.40%	 -0.09% As of 01/21/13
	3.1.4.1 Secure coaching on Customer Success Manager for team.	Crystal Langdon	12/09/13	100% % Complete	30%	 As of 12/03/13
	3.1.4.2 To provide increased value to all existing online customers to enhance "stickiness."	Crystal Langdon	01/01/13 12/31/13	80% % of retention rate	23%	 As of 12/03/13
	3.1.4.2.1 Hold online focus group to explore pricing and value of Premium package.	Crystal Langdon	01/01/14 02/01/14	100% % Complete	0%	 As of 12/03/13
High	3.1.4.4 Extend the contracts for 10 "at risk" customers a month.	Crystal Langdon	01/01/13 12/31/13	120 10	134	 14 As of 12/03/13
5 Professional Services: To be the professional partner of choice.						
Normal	5.1 Professional Service: Acquire 2 new consulting clients \$10,000+ per month.	Sales/Marketing	01/12/13 12/31/13	24 # of new consulting clients	33	 As of 01/21/13
	5.1.1 Develop 2 new webinars a quarter to assist Sales Team.	Sales/Marketing	01/12/13 03/22/14	8 # of new webinars	6	 -2 As of 12/03/13
High	5.1.1.1 Develop 15 minute "Basic Package" presentation.	Crystal Langdon	01/12/13 11/01/13	100% % Complete	0%	 As of 12/03/13
	5.1.1.2 Review existing presentations format for consistency.	Crystal Langdon	01/12/13 03/22/14	100% % Complete	40%	 As of 12/03/13