

Acme Corporation Technology : JoAnne Rogers

Mission and Vision	Objective	Organization Goals	Performance Measures and Targets	Department Goals	Performance Measures and Targets	Team Member Goals	Performance Measures and Targets	Team Member Action Items
Mission Statement The mission of Acme Corporation Technology is to create technology solutions for forward-thinking organizations.	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) (Administration) (12/31/13)	M: \$ in sales T: \$1,000,000	1.1.1 Software Licenses: Generate \$300,000 (Administration) (12/31/15)	M: \$ generated T: \$300,000	1.1.1.1 Secure 20 new license contracts quarterly. (JoAnne Rogers) (12/31/13)	M: # of new license contracts T: 80	
	4 Maintenance Contracts: To be viewed as the top technology resource in the western region.	4.2 Maintain 75% of our current customers. (Customer Service) (02/01/13)	M: % increase in customer base annually T: 85%	4.2.1 Implement marketing campaign to draw in new markets. (Sales/Marketing) (12/31/13)	M: % completed T: 100%	4.2.1.1 Research and identify 6 opportunities in new markets that company could expand into. (Joanne & Tracy) (JoAnne Rogers) (06/30/13)	M: % complete T: 100%	4.2.1.1.1 Complete a competitive analysis study of our current and prospective markets. (Tom Jones) (04/30/12)
Vision Statement To be known as the technology experts and resource center for small to medium-sized organizations.								
Values 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								