

Business Design Plan™

Core Values/Beliefs (Rarely change)	Strategic Design (Where) (5+ years)	Annual Goals (What) (1 year)	Quarterly Actions (How) (Updated Prior to Each Quarter)																																																																																																
<p>Core Purpose (Why)</p> <p>Ongoing Actions</p> <p>Outrageous Goal</p>	<p>Key Strategic Objectives</p> <table border="1"> <thead> <tr> <th>By when</th> <th>20xx</th> </tr> </thead> <tbody> <tr><td>Revenues</td><td></td></tr> <tr><td>Profits</td><td></td></tr> <tr><td>Total Ideal Customers</td><td></td></tr> <tr><td>Company Valuation</td><td></td></tr> </tbody> </table> <p>Target Markets</p> <table border="1"> <tr><td></td></tr> <tr><td></td></tr> <tr><td></td></tr> </table> <p>Key Strategic Moves 3-5 Year Priorities</p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table> <p>Brand Promise</p>	By when	20xx	Revenues		Profits		Total Ideal Customers		Company Valuation					1		2		3		4		5		<table border="1"> <thead> <tr> <th>Year Ending</th> <th>20xx</th> </tr> </thead> <tbody> <tr><td>Revenues</td><td></td></tr> <tr><td>Profits</td><td></td></tr> <tr><td>New Revenues</td><td></td></tr> <tr><td>New Customers</td><td></td></tr> <tr><td>Total Customers</td><td></td></tr> <tr><td></td><td></td></tr> <tr><td>Customer Productivity</td><td></td></tr> <tr><td>Profit / Customer</td><td></td></tr> <tr><td>Minimum size</td><td></td></tr> <tr><td>Staff Productivity</td><td></td></tr> <tr><td>Total Staff</td><td></td></tr> <tr><td>Profit / Employee</td><td></td></tr> </tbody> </table> <p>Key Initiatives Annual Priorities (Projects)</p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table> <p>Elevator Pitch</p>	Year Ending	20xx	Revenues		Profits		New Revenues		New Customers		Total Customers				Customer Productivity		Profit / Customer		Minimum size		Staff Productivity		Total Staff		Profit / Employee		1		2		3		4		5		<table border="1"> <thead> <tr> <th>Quarter #</th> <th>1Q</th> </tr> </thead> <tbody> <tr><td>Revenues</td><td></td></tr> <tr><td>Profits</td><td></td></tr> <tr><td>New Revenues</td><td></td></tr> <tr><td>New Customers</td><td></td></tr> <tr><td>Total Customers</td><td></td></tr> <tr><td></td><td></td></tr> <tr><td>Customer Productivity</td><td></td></tr> <tr><td>Profit / Customer</td><td></td></tr> <tr><td>Minimum size</td><td></td></tr> <tr><td>Staff Productivity</td><td></td></tr> <tr><td>Total Staff</td><td></td></tr> <tr><td>Profit / Employee</td><td></td></tr> </tbody> </table> <p>Rocks & Accountability Quarterly Priorities (Who / When)</p> <table border="1"> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </table> <p>Theme/Celebration</p> <table border="1"> <tr><td></td></tr> </table>	Quarter #	1Q	Revenues		Profits		New Revenues		New Customers		Total Customers				Customer Productivity		Profit / Customer		Minimum size		Staff Productivity		Total Staff		Profit / Employee		1		2		3		4		5		
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