

# The 10-step quick-focus business plan

Strategies and business plans need to be lived and breathed, not put on a shelf and forgotten about. Use this template to make sure you're focused on the right things, every day.

This is a great tool if:

- you already have a business plan or strategy but things are changing
- you don't have time to create a detailed business plan or strategy
- your business is moving too fast to bother with a detailed business plan or strategy
- you want to help focus your team on the plan.

**Grab a cuppa and maybe a colleague, give yourself some space, and take 60mins to refocus.**

The first time you refocus, you might have some gaps in your knowledge. That's okay. Put it on the to-do list at the end of the template, learn what you need to know, and you'll be set for next time.

## Remind yourself

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- 1. Your business**
- 2. Your mission**

## Reflect on your current position

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- 3. Key numbers**
- 4. Internal forces**
- 5. External forces**

## Set your focus

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- 6. Top tasks**
- 7. Possible next steps**
- 8. Plan of attack**

## Get going

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- 9. Overcoming barriers**
- 10. To-do list**



## Remind yourself

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# 1. Your business

Remember who you are and what you're in business to do.

### How do you describe your business in a nutshell?

Include your point of difference and the value you offer your customers.

*Being able to describe in a few sentences your business and the value it offers customers is sometimes called an 'elevator pitch'. You should be able to summarise in the time it takes to ride an elevator about 10 floors. Often, that's as long as you get to introduce yourself and capture someone's interest.*

 **Haven't got an elevator pitch? Put it on your to-do list.**

# 2. Your mission

Remember your next goal.

### What's the next big milestone you're working towards?

This might be a goal for this year, three years or even 10 years.

*As your business grows or changes, you'll want to focus on different goals. Think of your mission as your overarching goal. The best missions are specific, ambitious yet achievable, and have a set timeframe. In 1988, Michael Hill, Jeweller, set himself a mission of having 70 shops in 7 years. Nailed it!*

 **Haven't got a mission? Put it on your to-do list.**

## Reflect on your current position

# 3. Key numbers

How are the numbers, metrics or KPIs looking?

**Some of the core metrics that most successful business owners keep track of**

### Revenue

How much money your business has made in the year to date. ....

### Net profit ('the bottom line')

Your revenue minus your expenses for the year to date. ....

### Net profit margin

Your net profit as a percentage of your revenue, year to date. .... %

### Operating costs

How much it costs to run your business each month. ....

### Utilisation rate

The level to which your people and big assets (eg machinery) are in use. .... %

### Net promoter score

How likely it is that a customer will recommend you, on a scale of 1 to 10. ....

### Employee engagement

The level to which your people are engaged with their job and the business. .... %

*Did you know that higher employee engagement brings higher productivity and greater staff retention?*

**Some metrics that relate specifically to your mission**

Eg, number of current customers, or market share.

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It's true, you can measure and focus on the numbers too much. But caring about these key metrics will help you to spot problems with your business viability and track your progress as you grow, and decide where to go next.



**Don't know your numbers or why they're important? Put it on your to-do list.**

# 4. Internal forces

Think about what's shaping your business from the inside.

## What are your strengths?

What do you do well, or have that you can make the most of?

- A good reputation  .....
- Clear goals and strategy  .....
- A strong team  .....
- Networks and contacts  .....
- Smooth operations  .....
- Good cashflow, savings  .....
- A superior product/service  .....
- Loyal customers  .....

## What are your weaknesses?

What do you not do well, or what don't you have that you need?

- No/poor reputation  .....
- No/poor website  .....
- Not the right team  .....
- No networks or contacts  .....
- Bumpy operations  .....
- Bad cashflow, low savings  .....
- A weak product/service  .....
- Not enough customers  .....

# 5. External forces

Think about what might impact your business from the outside.

## What are your opportunities?

What's out there or on offer that you could make the most of?

- Good talent to hire  .....
- A new key partnership  .....
- A large untapped market  .....
- A hot client lead  .....
- New investment  .....
- New software tools  .....
- A marketing opportunity  .....
- A potential new mentor  .....

## What might be threatening you?

What's happening out there that might be a risk to your business?

- No workers/talent to hire  .....
- An aggressive competitor  .....
- A shrinking market  .....
- Legislation changes  .....
- Rising production costs  .....
- Poor public infrastructure  .....
- Shrinking margins  .....
- Poor exchange rates  .....

## Set your focus

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# 6. Top jobs

With a focus on your mission, and bearing in mind the internal and external forces at play, what are the important things to do?

**First, brainstorm all the things that you think might be important for you to do to achieve your mission**

Eg, build the brand, reduce costs, improve a particular relationship, get a mentor.

**Now, pick out the three that are most important jobs to do next**

**Job 1:**  
.....

**Job 2:**  
.....

**Job 3:**  
.....

**We'll focus on these three top jobs for the rest of the template. Carry them through to the next page, ready to start thinking about your plan of attack.**



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# 7. Possible next steps

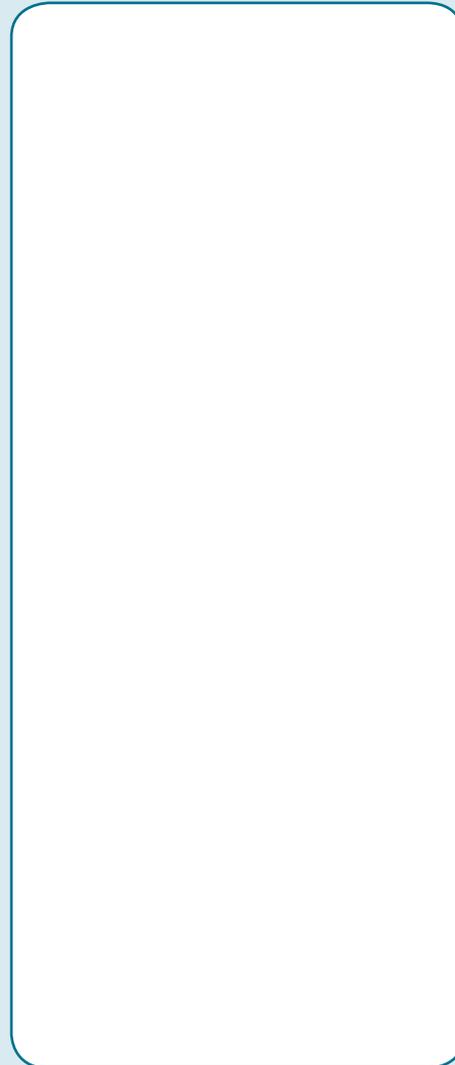
What will you need to do to get those jobs done?

**First, list all the things that could help get that job done.**

Eg, create a website, meet with potential mentors, identify all costs, map the process, re-organise the team, create a policy, identify possible coalition partners.

**Next, highlight the three most important next steps for each job.**

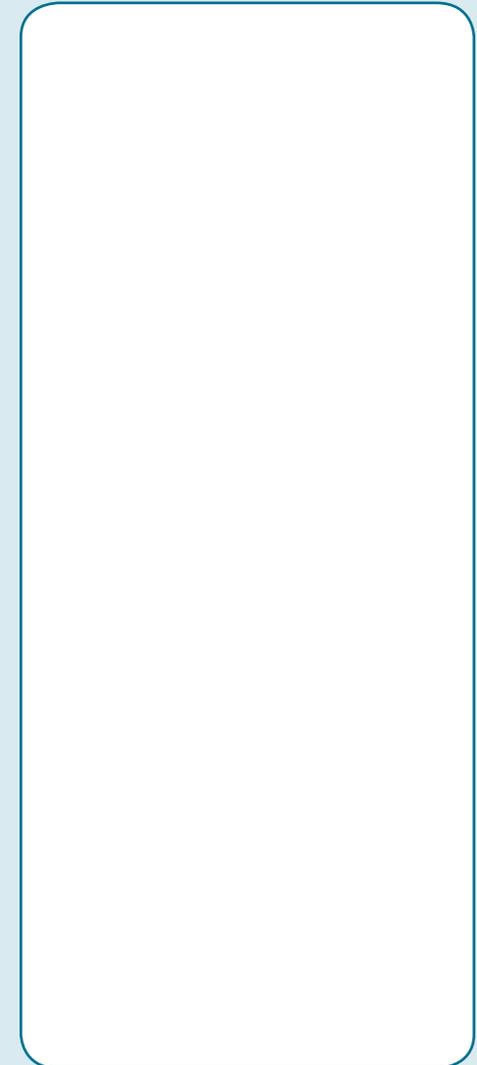
**Job 1**



**Job 2**



**Job 3**



# 8. Plan of attack

Summarise your three top jobs and the three most important next steps for each.

**Job 1:**

**Job 2:**

**Job 3:**

**First steps to take to achieve Job 1.  
Who, what, by when.**

**First steps to take to achieve Job 2.  
Who, what, by when.**

**First steps to take to achieve Job 3.  
Who, what, by when.**

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**Get going**

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# 9. Overcoming barriers

Be honest with yourself about what might get in the way of your plan.  
Remember that sometimes we're our own worst enemy.

## **What could stop you from carrying out your plan of attack?**

Eg, not putting time aside, getting distracted by urgent things, not having team buy-in.

## **What could you do to overcome those barriers?**

Eg, schedule time in your diary, print the plan and put it on the wall.



Got some great ideas to focus yourself on the plan? Put them on your to-do list.

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# 10. To-do list

In addition to the plan of attack, what to-dos have popped out as you completed this template?  
For best results, give yourself a deadline for each task and put time aside in your diary to get it done.

<input type="checkbox"/> Complete the steps on my plan of attack! .....	<input type="checkbox"/> .....	<input type="checkbox"/> .....
<input type="checkbox"/> Schedule my next quick refocus .....	<input type="checkbox"/> .....	<input type="checkbox"/> .....
<input type="checkbox"/> .....	<input type="checkbox"/> .....	<input type="checkbox"/> .....
<input type="checkbox"/> .....	<input type="checkbox"/> .....	<input type="checkbox"/> .....

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# Congratulations!

You've got a plan of attack, and a to-do list.  
You're focused and ready to go.

So what are you waiting for?

**Get going!**

