

Simple Strategic Business Plan Process

- ↳ Review company goals
- Complete division wide **SWOT**:
 - **S**trengths
 - **W**eaknesses
 - **O**pportunities
 - **T**hreats
- ◀ Create business SMART Goals-
 - 3 strategic
 - 3 operational
 - 3 growth based
 - 3 revenue based - prioritise them in order
- ↳ Map goals out with 5 step action plan and timings to complete each step
- Add in 3-5 annual personal goals based on your wheel of lie- how do they relate to your business success and act as intrinsic motivators
- ◀ Plan this out into quarterly projects
- ↳ Review each quarter- is this still realistic? If not, readjust plan to match
- Roll out with team where necessary using **ADKAR** model

Innovative and creative recruitment courses.

