

Kernan Consulting, Inc.

One Page Business Plan Example:

The concept is to draft a ONE-PAGE BUSINESS PLAN that will become the basis for getting all your company's people going in the same direction. By distributing this one-pager to all employees and talking up various aspects, you'll assure that everyone is onboard and up-to-date on where it is you're trying to take the company. They'll get you there once they know what it is!

The One Page Business Plan usually includes four sections:

1. Description or Unique selling proposition (USP, or what the company does uniquely well) Be sure the answer is from the customer perspective.
2. Purpose (Why the company is in business, focused on the customer)
3. Goal (The overall goals of the company, usually 1 to 3yrs)
4. Strategies (How the goal will be achieved with the customer via the company's unique business approach)

There are two approaches. The first gets a little better "buy-in" by everyone but is slower. It uses a group meeting of the senior management of a company or a group to get started. The second approach has the Group Leader do a FIRST DRAFT of a possible 1-Page Business Plan for the senior team to edit and change.

Work Group Approach to the 1-Page Business Plan (About 2-3 hours):

1: Each person please take 60 minutes before the first meeting to write or outline your own ideas about your company's 1-Page Business Plan (see example from Kernan Consulting attached). Jot down your thoughts about USP, Purpose of the company, Overall Goal (3-year), and Strategies (bullet point these).

2: Just jot down "bullets" of what you would include in each section of the document, rather than trying to get the precise wording at this point. Group reviews and several re-writes of your 1-Page Business Plan will get it just right before distributing to all employees. Some thought starters:

- What is the company's Overall Goal? (Use a 1 to 3 year horizon).
- What is its purpose for being in business? (Should be customer-focused)
- What is the company's Unique selling proposition?
- What is special about your products and services that are of value to the customer?
 - Or, how is your product or service special?
 - Or, what separates you from all your competitors, in the customer's eye?
- How will you achieve your goal?
 - Or, what tactics and/or strategies will achieve your goal?

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3: Now, take 10 minutes each to explain or read your One-Page Business Plan to the others in your workgroup. No objections permitted, everyone just absorb other persons' thoughts.

4: Members of the group should now challenge what's REALLY IMPORTANT to include and NOT include in your business plan! Best to tape record this information and give the tape plus everyone's transcribed notes (so as to be legible) to the Group Leader to take away and write a FIRST DRAFT of the 1-Page Business Plan.

5: The Group Leader now develops a two-page very rough draft of the plan. It should be distributed to all managers for edits with a deadline to be returned to the Leader in a week.

Now go to Step 2 below...

Direct Approach Where The Group Leader Does First Draft:

- 1: Group Leader develops first rough draft from scratch, which is given to everyone for edits.
- 2: Group Leader gets managers' input, prepares second draft, send it out for edits.
- 3: Group Leader holds 2-hour (maximum) brainstorming session (taped) where all aspects are discussed.
- 4: Group Leader prepares final 1-Page Business Plan, distributes to all employees.

Senior management team communicates with all employees as they "Walk Their 4 Corners." Then re-publish the 1-Page Business Plan 3 times per year with just a word-change here or there as an update. This "repetitive communication" including W4C assures everyone gets it and helps make it happen.

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Unique selling proposition

ABC is an industry leader in **technology consulting services**, providing a variety of customized business solutions for financial, insurance, medical, professional and government institutions. We have more certified professionals than any of our competition on the west coast, and have the highest satisfaction rating than any other Microsoft Consulting partner in the country.

- ABC **guarantees** its quality of services.
- ABC has been in business since 1994 offering customer's **stability**.
- ABC has multiple sourcing capabilities – giving our customers **best value**.
- ABC offers **flexibility** by providing a variety of professional services.
- ABC provides our customers **security** based on our strong process controls, project management methodologies and physical & network security.

Purpose

ABC provides end-to-end technology consulting services that are focused on delivering fast, efficient, and cost-effective solutions to our valued customers.

Goals

- Grow revenues from \$378k to \$22million in 3years
- GP % of 30% in 3years
- The Company will also expand its product offerings nationally adding complimentary services including backup services, disaster recovery services and technology consulting services.
- Maintain Customer Satisfaction over 95% based on customer service surveys.
- To be the #1 Fastest Growing Technology Consulting firm in Southern California for our valued partners and customers, while focusing on customer satisfaction and profitability.

Strategy

- Broaden and diversify customer base
- Continue to identify and exploit new vertical markets
- Organic Growth and Growth by mergers and acquisitions
- Attract and retain the best people in the industry
- Expanding our offerings to include: disaster recovery services, business continuity consulting, and data management & warehousing
- Maximize the website optimization marketing
- Better communicate/market to customers using our CRM tools
- Continue to improve operations, facilities and processes