

# 3-STEP

## ANNUAL BUSINESS PLAN PROCESS



### DOCUMENT



Document your business plan.

Big is not always better – the substance of your plan is more important than its size.



### MEASURE



Measuring performance is critical.

Who would set a target then not bother to see if they hit it?



### SHARE



Sharing a plan with your team will:

- ensure goal alignment
- help create a positive and participative business culture
- test the plan by exposing it to fresh eyes.



### WHAT

Include:

Health check – Where is the business now?

Targets – Where do you want the business to be in the future?

Strategy – How are we going to marshal our resources to get there?



### HOW

Set a maximum of 5 annual targets.

Break down annual targets into monthly or quarterly goals.

Involve key stakeholders (bankers, staff, advisors) in measuring performance against targets.

Be flexible – if targets prove unrealistic or strategy unworkable, change the plan!



### WHO

Share the plan with stakeholders for whom it is important. This may include:

- investors
- shareholders
- family members
- financiers
- banks
- senior staff
- employees
- key customers.

Use discretion regarding confidentiality issues, but a good plan is a shared plan.