



# Business Plan Template

# Thank You

Thank you for choosing to download this Business Plan template. Business planning is not easy. But when done correctly and the kept as a live document in the business, it really can make the difference between success and not.

Work through the pages and if you need support then please do get in touch via email [dee.beckett@mosaicbusinessgrowth.co.uk](mailto:dee.beckett@mosaicbusinessgrowth.co.uk) or mobile 07388 022473. You can book a session in with me to go through the workbook with you, do the Business Plan with you, create your Business Plan for you, or review your Business Plan for you and give honest feedback and areas of improvements and other considerations.

One more thing... if you find this workbook beneficial then I would be ever so grateful for a recommendation on LinkedIn, Google review, Facebook Review, or even a testimonial.

Enjoy the process... it is your business success I truly hope it enables.

Warm regards

**Dee Beckett**

**Business Growth Partner – Making a Difference from Day 1**

# Before Business Planning Can Start

There is a considerable amount of analysis that is required before Business Planning can start. It might feel as if you are going backwards to go forwards, however doing the analysis properly from the start will give you focus, clarity, enable decision making and help create a more robust Business Plan for your business.

The next few pages of the workbook, help you to do some core analysis of the factors affecting your business and its' performance to date and present. This knowledge will help you pull together your roadmap, your business plan for where you want to be moving forward.

# Reflection



- Did you define a VISION?
- Did you set goals to deliver your vision?
- Did you have action plans to deliver each goal?
- Did you plan rewards for achievement?

- What was the most important goal achieved?
- What goals didn't you achieve? And why?
- Did you make any mistakes along the way?
- What challenges did you need to overcome?

- How did it make you feel achieving the goal?
- What difference has that achievement made?
- What impact has non achievement made?
- What lessons were learnt?

- Could you have anything differently?
- Do you have any regrets?
- What could you have pushed yourself more on?
- If you could change one thing about last year what would it be?

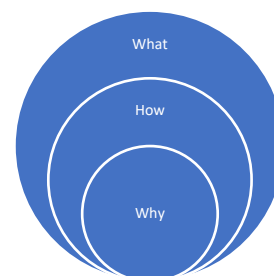
## Reflect & Review

**Insert here a true reflection of your business history to date – use above questions to support your reflection. The more honest this is, the stronger the foundations for future growth**

# What, how, why

Most businesses start with the what (what services they sell), then explain the how (how a customer can benefit- your USP) and then hope for a buying decision.

I suggest this is turned around and start with the why – why you. Engage the hearts and minds, then the how (your usp / differentiation) then the what... with a view for a buyer to have all the knowledge to then decide to purchase.



## Why?

**Insert here what you believe is your why.**

## How? Your USP

**Insert here what you believe is your how.**

## What?

**Insert here what you believe is your what ie. your services current and future being considered.**

# SWOT Analysis

Insert here a SWOT of your business

What	Details
Strengths	
Weaknesses	
Opportunities	
Threats	

# Your ICA - (Ideal Client Avatar)

- Spend the time to get under the skin of:
  - Who is your ideal client? PICK ONE
  - What keep them up at night – 3 things?
  - What will you do to solve these problems?
  - Give this ideal client a NAME – make it personal
  - Create a one liner that brings the above together .... Helping xxxxxxxxxxxxxxxxxxxx to achieve xxxxxxxxxxxxxxxx by xxxxxxxxxxxxxxxx.
- The above does not limit you to take on other leads / business that may come your way but enables you to market in a way that will attract the clients you want.
- Creating your avatar of the ideal client



**Insert below using considerations suggested**

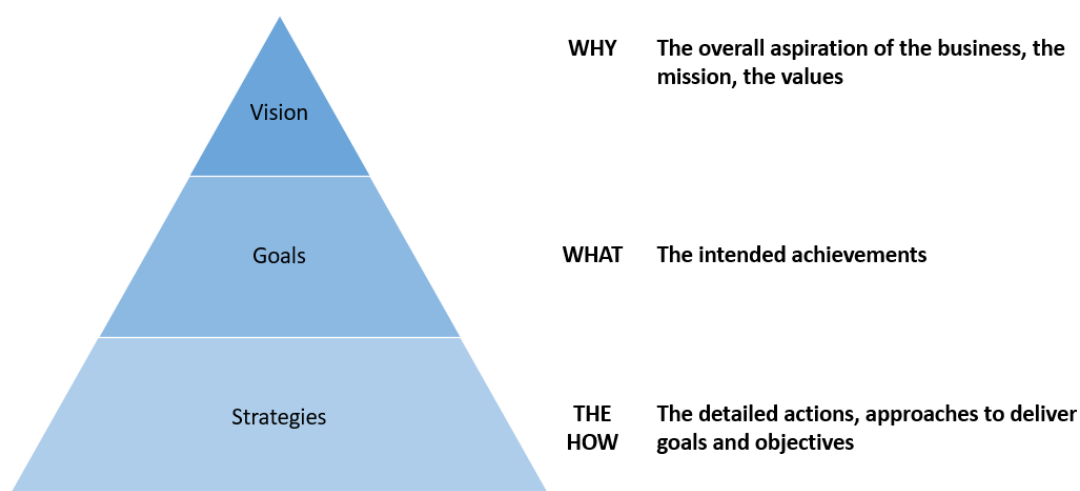
Hi I'm  (give your ideal customer a name – make them real):

- Home life
  - 
  - 
  - 
  - Consider – age, home status, home type, car type, relationships, holiday types, where they socialise, disposable income? etc**
- Wellbeing
  - 
  - 
  - 
  - Consider – health, stress, veggie, not veggie, where they dine, exercise, hobbies, sports, interests etc**
- Work
  - 
  - 
  - 
  - Consider – company size, employee numbers, company sector, role, title, stress etc**
- Will be delighted if:
  - 
  - 
  - 
  - Consider – what keep them up at night, what are their painpoints you are trying to alleviate?**
- Outcomes
  - 
  - 
  - 
  - Consider where your focus is going to be to overcome painpoints**

Bring above altogether in your statement.... Helping \_\_\_\_\_ (summary of ideal client) to achieve \_\_\_\_\_ (outcomes) by \_\_\_\_\_ (your solutions/benefits).

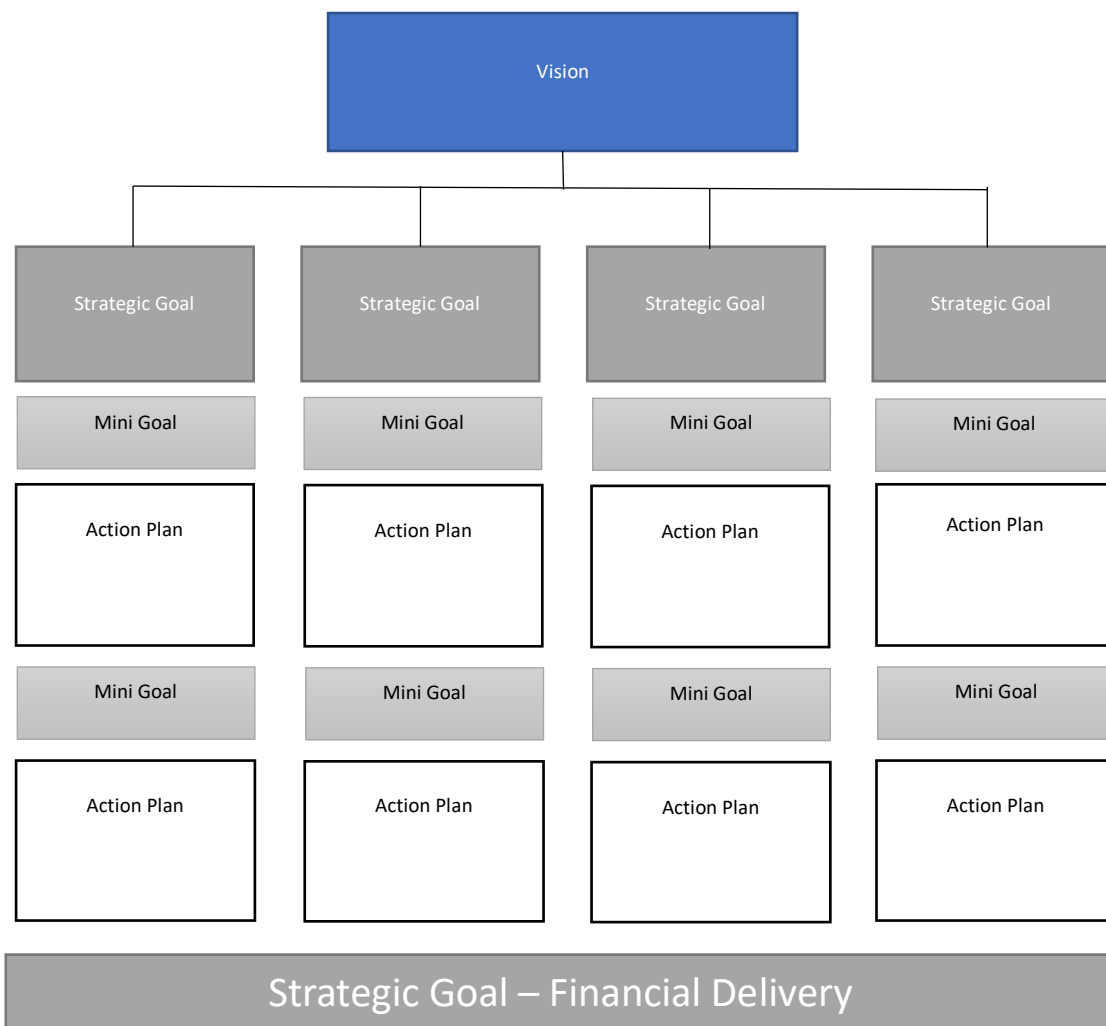
# Creating your Business Plan

- Your business plan is in essence your VISION broken down and then broken down further and further into the detail to deliverable actions to make it happen and get results.
- The actions plans, will need focus and prioritisation based on their inter relationships and also based on level for resource and investment available to deliver.
- Below is a diagram to show the hierarchy of the business plan.



- All of the knowledge and analysis you have done on previous pages needs to get incorporated into your plan.
- Strengths from your SWOT should be leveraged in your goals.
- Weaknesses and threats should have actions to mitigate.
- Opportunities should be goals, mini goals or least actions in the plan. Your ideal client should be reflected in the sales and marketing action plans developed.
- Your goals and associated action plans should align with each other. For example, if you wanted to grow sales by £100k in the next 12 months. If this was the equivalent of 10 x £10k orders / clients then do you have:
  - The right marketing efforts to win them
  - The right operations to deliver them
  - The right teams to make it happen
  - Do the teams need sales training
- Overall, the whole plan should make sense, align and result in the delivery of the financial target set.





# Vision

The Vision statement reflects what you want your business to be known as by the market, by your customers now and in the future.

Often, they start with phrases such as:

- To be recognised....
- To be the number \_ ....
- To be the best....
- To be the preferred partner of choice for....
- We believe...
- Our vision...
- Our desire...

Some great examples are:

- Apple Computer. "We believe that we are on the face of the earth to make great products and that's not changing. We are constantly focusing on innovating.
- PepsiCo. "Our vision is put into action through programs and a focus on environmental stewardship, activities to benefit society, and a commitment to build shareholder value by making PepsiCo a ...
- Amazon. "Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."

The Vision should be taken with a 3-5 perspective, as a minimum.

Identifying what your business Vision is takes time to do, and often many iterations.

**Think about what your Vision is. Make notes below.**

# Breaking the Vision Down into Goals

Now that you have your Vision, it is important to break it down into Goals. Think of the phrase...

*“You can’t eat a whole elephant. You need to break it down into chunks.”*

So how do you break it down. Here are some tips.

They often start with:

- To deliver....
- To create....
- To enable....
- To reduce....
- To provide....

They often will cover every aspect of the business:

- Sales and CRM oriented
- Marketing oriented
- Operational oriented
- Building people capability oriented
- Financial delivery oriented (personally I believe there should always be a financial GOAL – this reflects the success of the plan and its’ delivery ultimately as every action will affect the numbers)

For example:

- To deliver sales growth of £100k each year for next 3 years.
- To achieve a client retention rate of 98%
- To deliver customer satisfaction of 100%

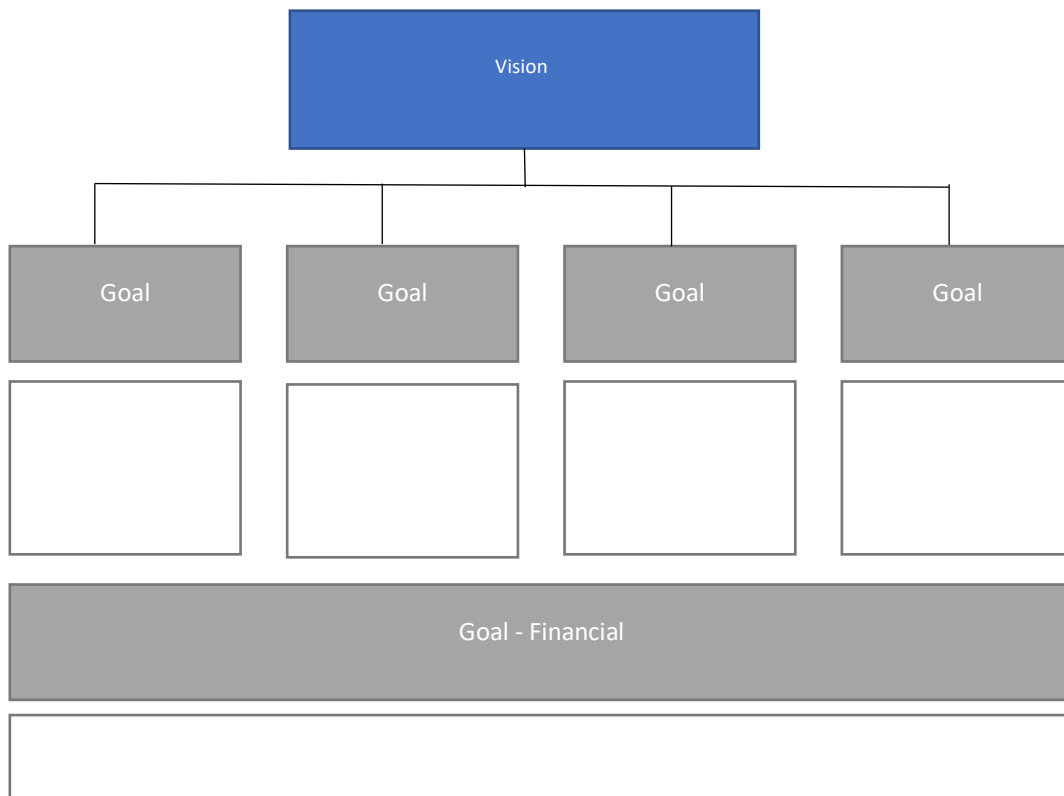
The goals should be SMART:

- S Specific            Be simple and clear
- M Measurable        How is success measured
- A Achievable        Be realistic considering situation, timeline, resources
- R Relevant             Should help you on your wider life journey
- T Time                Realistic timeframe for achievement

**Think about what your Goals are to achieve your Vision... you should have a few. The larger the business the more there may be. Note your Goals below.**

- 
- 
- 
- 
- 

- **Bring it altogether and see how it fits in terms of alignment. Do your Goals deliver your Vision. If not, then what needs to change.**



# Breaking Goals Down into Mini Goals

Your Goals are still too big. They need to be broken down even further in order, to achieve success. Think of the phrase again ...

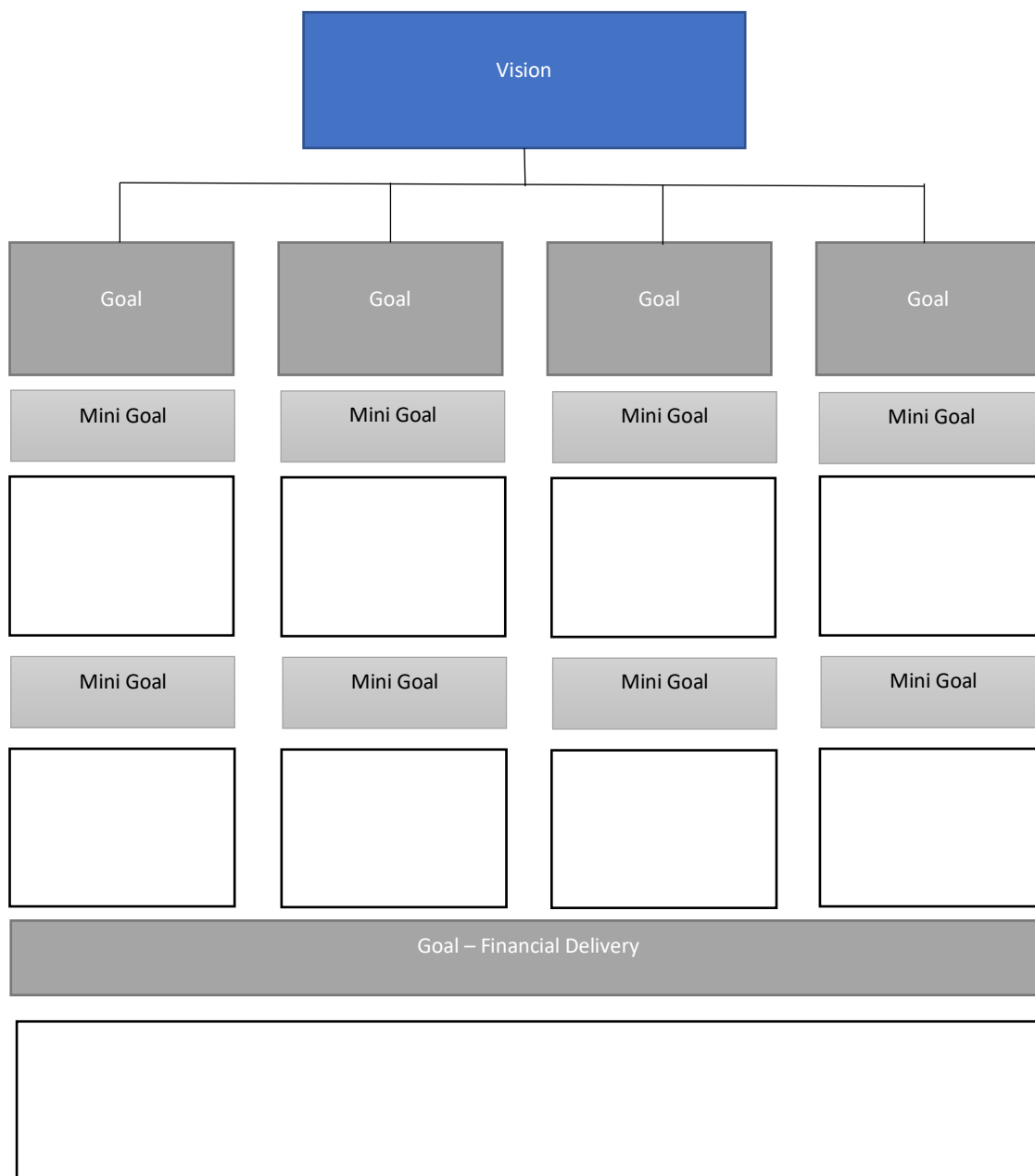
*"You can't eat a whole elephant. You need to break it down into chunks."*

Mini Goals, are the various components within the overall goal. For example, if your Vision was to run a marathon, then goals would relate to training, nutrition, stretching, mindset. Then within training you would have mini goals such as a 5k, 10k, half marathon, pace, time, etc. Under each of these you would have an action plan in its' own right.

**Think about your Goals. How can they be broken down into Mini Goals so they are achievable and not overwhelming. Note these Mini Goals down below.**

Goal	Goal	Goal	Goal
Goal - Financial			

- Bring it altogether and see how it fits in terms of alignment. Do your Mini Goals achieve your GOALS to deliver your Vision. If not, then what needs to change. In below chart, have assumed 2 Mini Goals per Goal – but you may have many more.

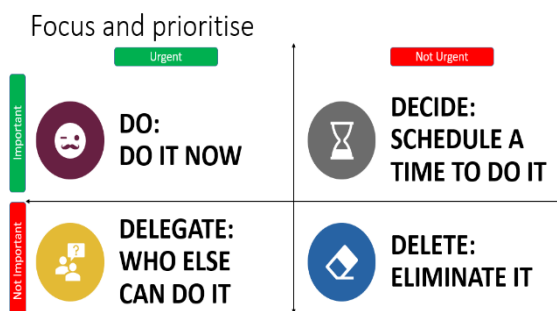


# Create Action Plan for Each Mini Goal

Ever here the phrase ... *"The devil is in the detail."* This could not be more true when it comes to Business Planning.

For each Mini Goal, the key now is to identify every action required to deliver it. And once that is identified, consider:

- What are the actions?
- Who will deliver each action?
  - Are there actions that are important but don't need to be delivered by someone in the business... can they be outsourced?
  - The diagram on the right can help with this.
- When do the actions need to be delivered by?
  - Are any actions reliant on other actions in other Mini Goals? If yes, then ensure the timelines are in the right sequence.
  - Which actions can wait till another month, another quarter. Remember this plan is your 3-5 year Business Plan so do not put pressure on yourself that every action, every Mini Goal, Every Goal has to be focussed on now.
- Which actions are critical, priority? It may be worth having a Priority column (as shown in template on following page) on the Action Plan. You can note Priority in the best way to suit you, using 1,2,3 or perhaps a traffic light system shading in the box so it is visual that you need to work on the reds first.
  - FOCUS on what matters most to the business to deliver short term results that will lead to the wider vision.
- Monitor Progress. Check daily, weekly, and as a minimum monthly to ensure you are on track. There is no point doing all this work creating a Business Plan, only for it to sit on the shelf and gather dust till you next look at it in a year or two and realise not much has changed. There will be a reason for that. You will have been distracted and focussed on the wrong actions, at the wrong time.
- Review all the analysis you did at the start of this workbook and ensure
  - All opportunities are incorporated, weaknesses mitigated,
  - Ideal client is being targeted through sales and marketing goals, mini goals, and actions.
  - Challenges that you struggled with in the past are mitigated moving forwards
  - Successes you achieved in the past are leveraged for the future.
  - Your Action Plans connects to your USP
  - And so on.
- Continuously review and refine this Business Plan overall and the various elements. The best and most successful Business Plans have a 6 monthly and annual full review to ensure market and changes are reflected.



**Use the below templates to create your action plans. Four are provided, but you may need many more.**





# Action Planning

Mini Goal: \_\_\_\_\_

What	Who	When	Priority	Progress

# Action Planning

Mini Goal: \_\_\_\_\_

What	Who	When	Priority	Progress

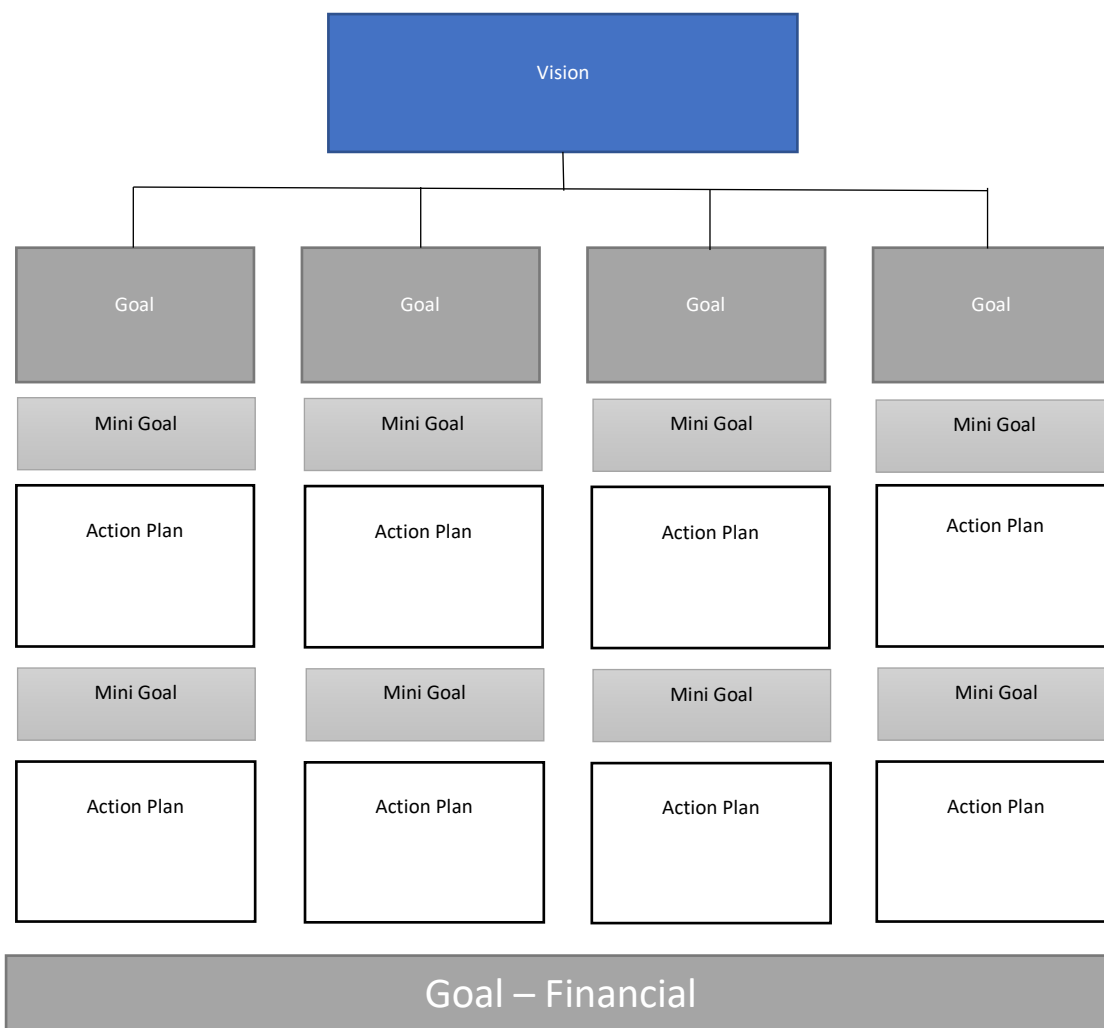
# Action Planning

Mini Goal: \_\_\_\_\_

What	Who	When	Priority	Progress

# Vision and goals

You should have a high level Business Plan, with a Vision, Goals, Mini Goals, Action Plans all aligned to deliver your vision over the next 3-5 years.



# Other Elements of the Business Plan

Examples of other elements of a Business Plan not covered in this workbook are:

- Financials
  - Forecast sales and profitability over the length of the Business Plan to ensure a full reconciliation that all benefits realised and investments required to deliver the Mini Goals actually result in the year on year sales and profitability aimed for.
  - Forecast Cashflow. “Sales is vanity, profit is sanity, cash is king” . Forecasting timings of cashflow income and expenditure is critical to ensure proper business management, control, and decision making.
- Other analysis
  - Competitor analysis
  - Market analysis considering political, economic, social and technological, legal and environmental impacts on your business
- The above lists are not exhaustive. The larger the business, the more complex the business, the more analysis is required Business Planning can even start and the more in depth the Business Planning will need to be.

# Final Tip

Remember, to deliver a successful Business Plan you need to:

- Be decisive
- Stay focussed
- Write down your vision and goals
- Plan thoroughly
- Involve others
- Welcome failure
- Take purposeful action
- Measure progress
- Reward yourself and your team
- Maintain personal integrity