

Your Business Plan, Your Goals

Your Purpose, your plan.

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“Without goals, and plans to reach them, you are like a ship that has set sail with no destination”

Author – Fitzhugh Dodson



Current Reality

→ Where have you been?

→ Where are you now?

→ Where are you going?





All Blacks

Thinking Future

What are the Outcomes you are wanting to achieve?

→ Current Reality (Dig Deep)

→ Journey (Steps)

→ Future (Outcome)





Focus

Where have You Been?

Business Continuity Plan (BCP)

We've reviewed or created a detailed strategy and set of systems for ensuring the ability to prevent or rapidly recover from a significant disruption to our operations.

The plan is essentially a playbook for how we will continue day-to-day business during a disaster scenario or otherwise abnormal conditions.

Risks can be managed, but they can't be eliminated. We know business continuity planning is critical because without it, we could face significant downtime and other problems that could damage the financial health of the business.



Framework

Three overlapping phases

Is having a business continuity plan the primary goal of BCP?

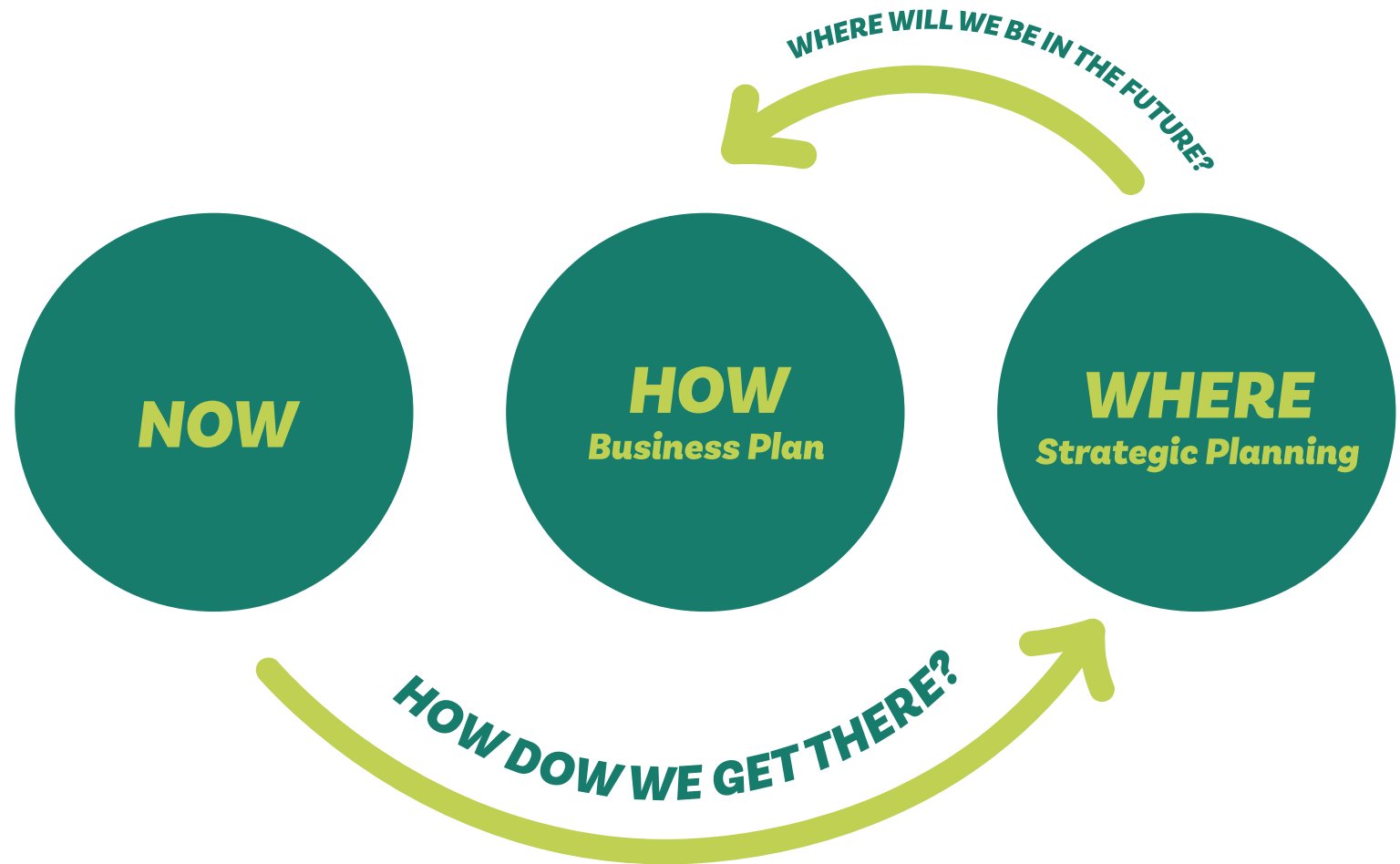
It is easy to get side-tracked and think that having a BCP is the primary goal. It isn't. The purpose of your business continuity plan is to enable your business to continue in operation in as many circumstances as possible. That must be the primary goal of BCP for every organization

Analysis → Planning → Training Testing



Refocus

Where are you now? And where are you going?





Business Plan and Goals

In its entirety, your business plan serves as a road-map that provides direction to your business.

A formal written document containing the goals of your business, the methods for attaining those goals, and the time-frame for the achievement of the goals. It also describes the nature of your business, background information, financial projections, and the strategies to implement to achieve your targets.

Both startups and established companies use business plans. a business plan can serve to keep a company's executive team on the same page about strategic action items and on target for meeting established goals.





Common and key parts of a business plan.

Executive summary:

This section outlines the company and includes the mission statement along with any information about the company's leadership, employees, operations, and location.



Common and key parts of a business plan.

Products and services :

Here, the company can outline the products and services it will offer, and may also include pricing, product lifespan, and benefits to the consumer.



Common and key parts of a business plan.

Market analysis:

A firm needs a good handle on its industry as well as its target market. This section of the plan will detail a company's competition and how the company fits in the industry, along with its relative strengths and weaknesses. It will also describe the expected consumer demand for a company's products or services and how easy or difficult it may be to grab market share from incumbents.



Common and key parts of a business plan.

Market strategy:

This section describes how the company will attract and keep its customer base and how it intends to reach the consumer. A clear distribution channel must be outlined. The section also spells out advertising and marketing campaign plans and the types of media those campaigns will use.



Common and key parts of a business plan.

Financial planning:

This section should include a company's financial planning and projections. Financial statements, balance sheets, and other financial information may be included for established businesses. New businesses will include targets and estimates for the first few years plus a description of potential investors.



Common and key parts of a business plan.

Budget:

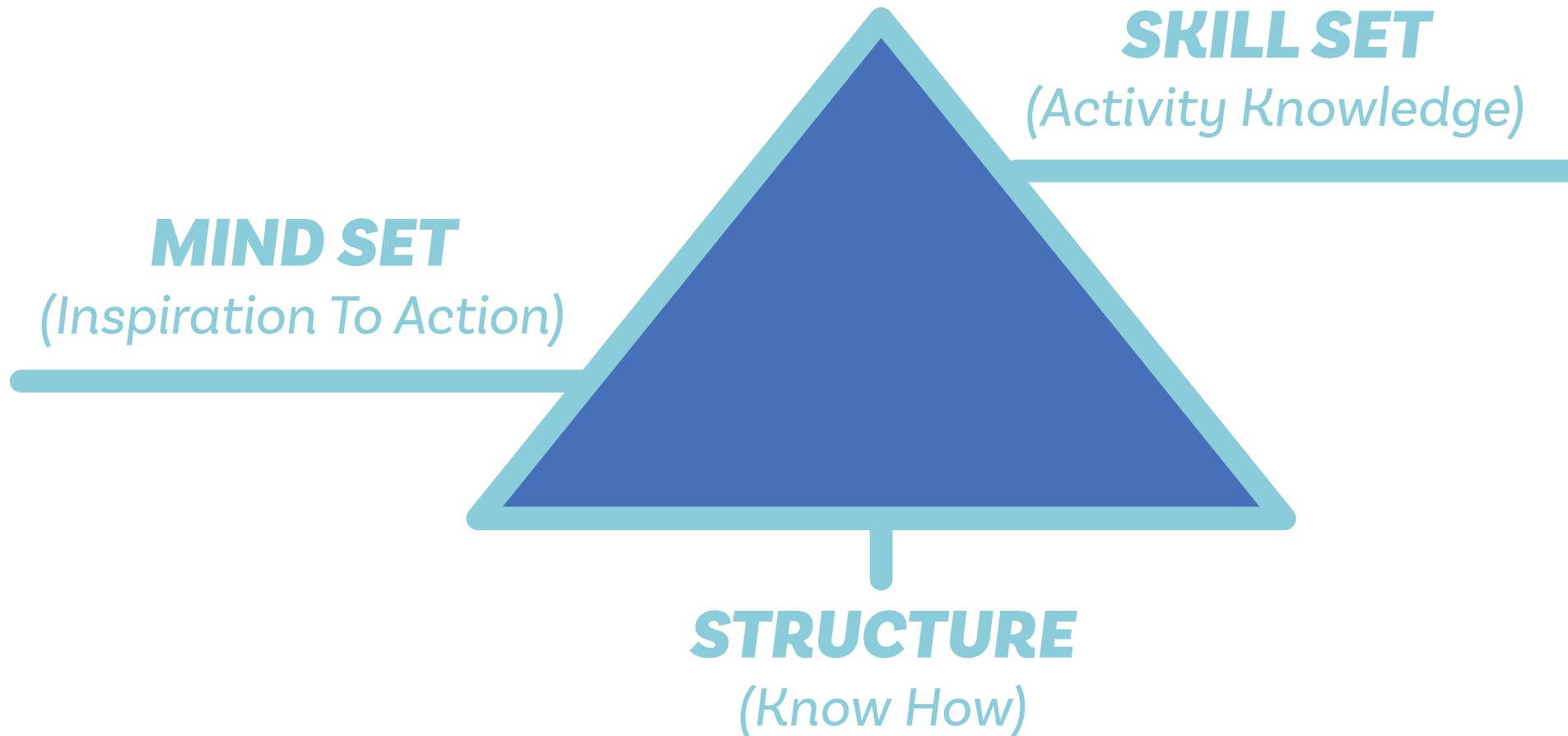
Every company needs to have a budget in place. This section should include costs related to staffing, development, manufacturing, marketing, and any other expenses related to the business.

**You have your PLAN its time to
PERFORM!**



All Blacks

Performance Triangle



Today's Focus

Executive summary:

- This section outlines the company and includes the **mission statement** along with any information about the **company's leadership, employees, operations,** and location.

Mindset

- What's your inspiration to Action?



Mission Statement

A description of a company's culture, values, or purpose for being.

(a company's mission is its identity, and the vision is its journey to accomplishing its mission).



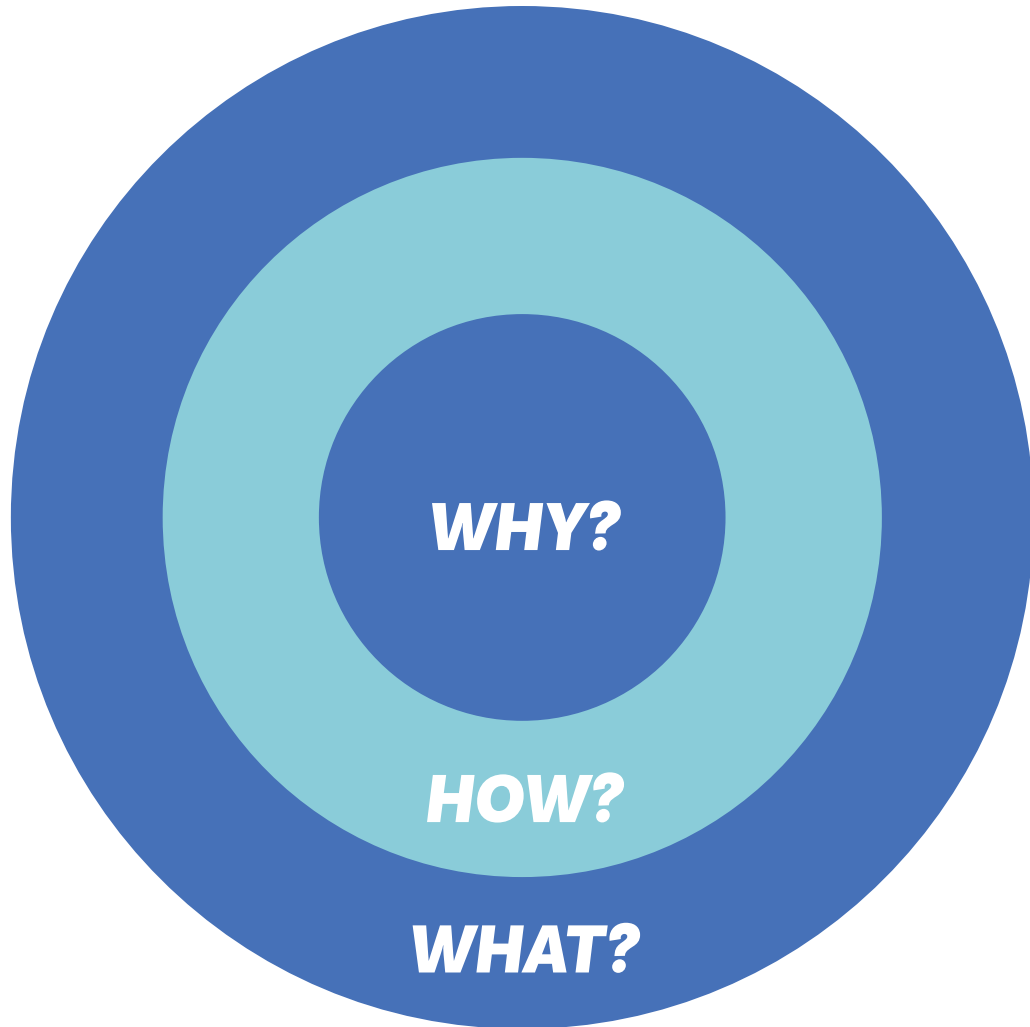
Company Leadership and Operation

Mindset.

(a company's mission is its identity, and the vision is its journey to accomplishing its mission).



The Golden Circle – Simon Sinek



Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing things differently.

How = The Process

Specific actions taken to realise the Why.

Apple: Our products are beautifully designed and easy to use.

What = The Result

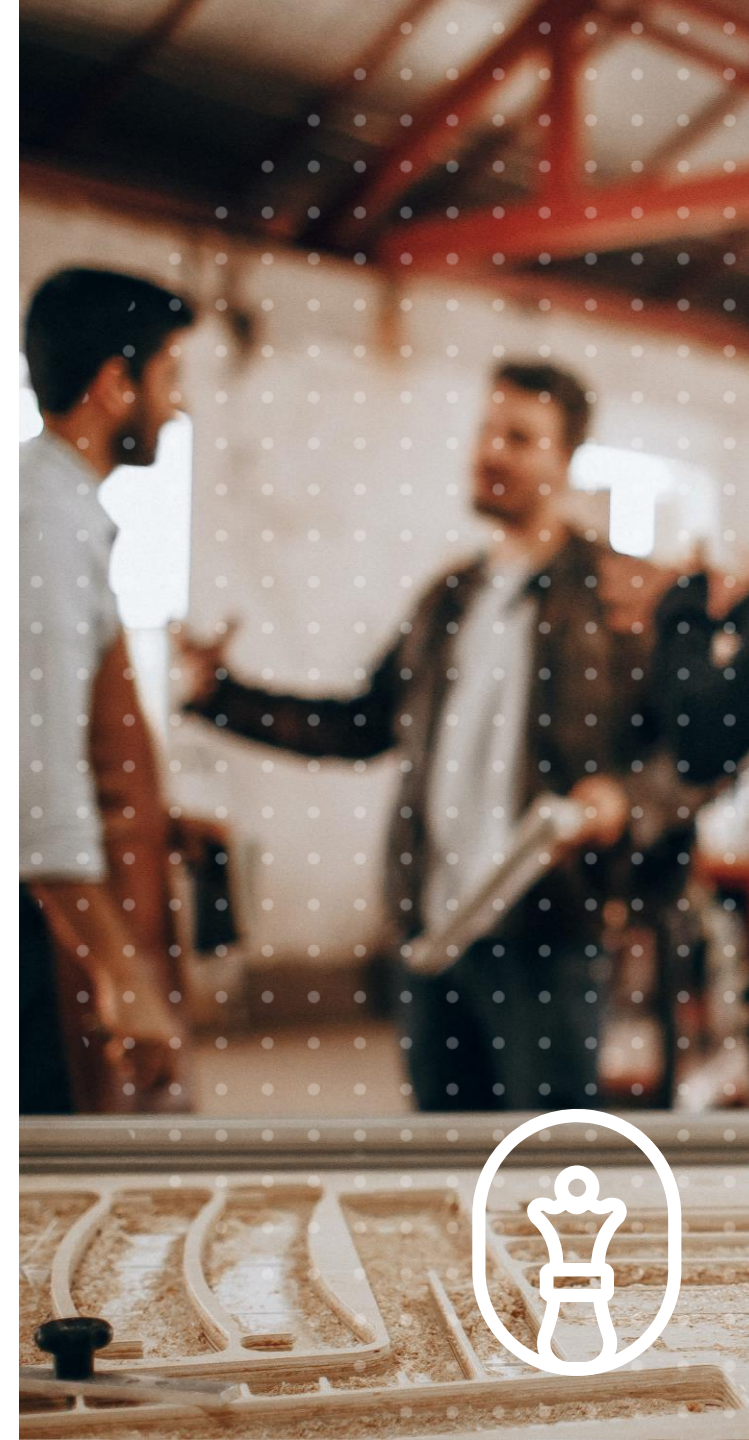
What do you do? The result of Why. Proof.

Apple: We make great computers.



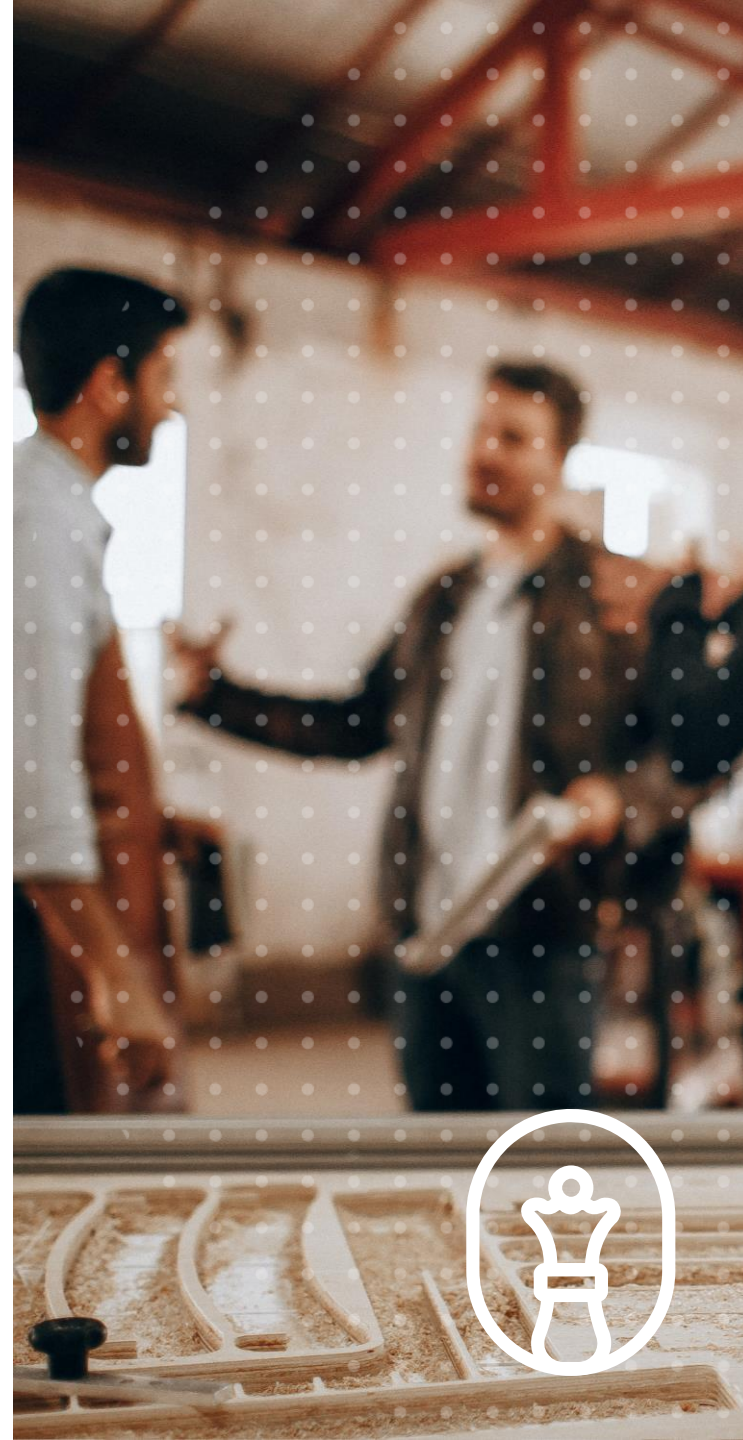
Company Leadership and Employees

Team culture and Values



Company Leadership and Employees

Building blocks for a new operating system for our
businesses'



Intrinsic Motivation

There is a mismatch between what science knows and what business does

Here is what science knows: →



Intrinsic Motivation

1. 20th century rewards, (carrot and the stick) the motivators we think are a natural part of business, do work, but only in a surprisingly narrow band of circumstances.
2. Those if-then rewards often destroy creativity.
3. The secret to high performance isn't rewards and punishments, but that unseen intrinsic drive – the drive to do things for their own sake. The drive to do things because they matter.





Business Operating System Three Elements.

AUTONOMY – The urge to direct our own lives.



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PURPOSE – The yearning to do what we do in the service of something larger than ourselves.

Business Operating System Three Elements.

An operating system built much more around intrinsic motivation. Around the desire to do things because they matter, Because we like it, they're interesting or part of something important.



Intrinsic Motivation

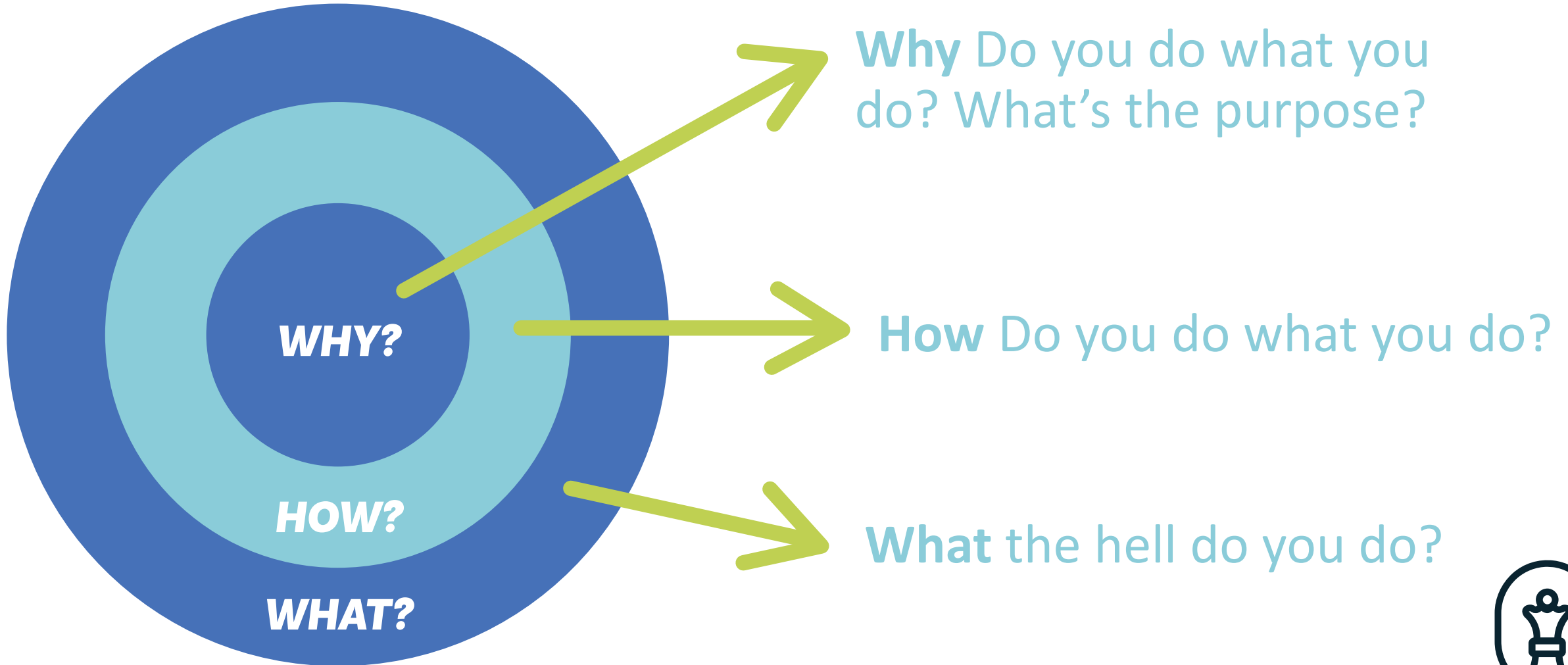
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