



THE 10/10/10 BUSINESS PLAN

Step 1: What Is Our Business Trying To Achieve?

Take 10 minutes and write 2 sentences about your company's aspiration, below.

Yeah, it's only two sentences, but take your time and use the whole 10 minutes. It's important to get the RIGHT two sentences!

Ask yourself the following questions:

- Where do we want our company to be in 5 or 10 years?
- Who do we serve, and why do we serve them?
- What does our customer's success look like? How can we help them achieve it?

Make your two sentences inspirational. Uplifting. Write in a way that your staff and customers can connect to them emotionally. It isn't about money or numbers, it's about something greater than ourselves and the day-to-day activities we do.

Imagine you're with a class of sixth-graders. Their teacher just asked you, "What is your business trying to achieve?" Answer simply and authentically.

A bookkeeper might say, "We love helping small businesses succeed. We take their numbers and turn them into awesome information. We want our clients to unhesitatingly recommend us to other growing businesses." Yeah. I know. Three sentences. Believe me, it's fine... :-)

What about a sheet metal manufacturer? "We want to be Vancouver Island's most innovative sheet metal manufacturer. If a business problem can be solved with sheet metal, we want to be there."

A carpenter. "I love making people's homes warmer and cozier by adding wood finishes and furniture. When Victoria homeowners think of renovating, I want them to think of me."

Need a hand getting started? Write "We want to become..." and see what shows up on the page.

Finally, make sure you're having fun. Planning should really be fun, shouldn't it?
