



BUILDING CHAMPIONS™

COACHING BUSINESS AND LIFE | ON PURPOSE

UTILIZING THE SIMPLE BUSINESS PLAN TOOL

For many people, just the mention of creating a business plan causes anxiety. They imagine a two-inch binder filled with page after page detailing extensive plans for each aspect of their business. Over the past twelve years of coaching business professionals, we have discovered that because of this, most people never create a business plan and those who do rarely use it. This causes organizations to operate on the “opportunity du jour” method where they chase any opportunity that comes along, then drop it when it doesn’t bring immediate results. As you can imagine, this is not the most successful way to run a business.

There is a better way. The solution is a simple one page business plan that outlines what you will accomplish, where you need to make improvements, and what you will do to reach your goals. This simple document will guide you and your team while still allowing you the flexibility you need to adjust to changes in your market.

The Building Champions Simple Business Plan Tool walks you through three sections:

1. **Outcomes:** In this section you will identify what you will measure. It may be revenue, units, clients or any other numbers that quantify the outcomes you want to reach. Once you know your numbers you can begin looking at strategies to reach them.
2. **Master the Disciplines:** In this section you will document the actions you will take on a regular basis to reach your goals. It is important to ensure that your disciplines are clear, specific and actionable. For example, “talk to my loyal clients more” is not a discipline – “call 5 loyal clients each day” is a discipline.
3. **Identify the Improvements:** In this section you will identify the projects you need to complete to reach your goals. These are not ongoing disciplines, instead they are one-time projects that when complete will enhance the way you do business.

When complete, this simple one page document is your new business plan. It has the key information you need to stay focused on reaching your goals in the months ahead. For it to work however, you must commit to reviewing the plan weekly and using it to guide how you invest your time and make decisions.

We wish you all the best as you work through this tool and if we can assist you in completing it successfully, please contact us at info@buildingchampions.com or 503-670-1013.



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SIMPLE BUSINESS PLAN

Outcomes:

Disciplines:

A large dotted circle is centered on the page. On the left and right sides of the circle, there are three horizontal orange lines. Each line has a small orange dot at its end that aligns with the dotted circle's edge, suggesting a template for listing disciplines.

Improvements:

PROJECT LIST:

TARGET DATE:

1. _____
2. _____
3. _____
4. _____
