**Vision:** the vision statement for the organization

**Mission:** the mission statement for the organization

**Values:** the value statements for the organization

|  |  |
| --- | --- |
| **Market**   1. List the top 3 to 5 actions that are needed to achieve the overall Market growth and impact goal listed below 2. .   Goal: Goal for Market impact | **Financial**   1. List the top 3 to 5 actions that are needed to achieve the overall Financial targets and growth goal listed below 2. .   Goal: Goal for Financial impact |
| **Product**   1. List the top 3 to 5 actions that are needed to achieve the overall Product/Service goal listed below 2. .   Goal: Goal for Product/Service impact | **People**   1. List the top 3 to 5 actions that are needed to achieve the overall People goal listed below 2. .   Goal: Goal for People impact |

**Five Steps** –use these 5 steps to build your one page plan

**Step 1 - Have a plan and track your progress**: What actions must you take to fundamentally improve your business. Identify 3 to 5 of the most important and impactful actions and communicate these to your organization. Then, relentlessly track your progress against these goals until they are realized.

**Step 2 - Build a fortress balance sheet**: Make sure your business has a long enough runway to execute on the goals identified in step 1. This means that you need enough cash to follow through on your plan. Too much debt or improperly time debt maturity can sink your plan and your business.

**Step 3 - Think money in, not money out**: Don't just grow your business . . . *Profitably* grow your business. This optimizes returns for shareholders and increases opportunities for workers.

**Step 4 - Build a team (clean house if necessary)**: Build a company from the top down that can execute your plan. This starts with you, the board of directors and all levels of leadership. If someone is not on board with the vision and won't come on board, remove them from the organization and bring on staff that are in alignment with the vision and have the proper skill set, energy, passion and attitude.

**Step 5 - Let the inmates run the asylum**: Empower, motivate and encourage your co-workers to make decisions consistent with your plan.

Note: This tool was developed using input from Greg Brenneman’s book “Right Now and All At Once”