

Marc Lawson & Co Limited

# ***One Page Business Plan***

***...The ultimate performance measure***

## **What exactly is a “*One Page Business Plan*”?**

A *One Page Business Plan* is exactly what it’s name suggests – a business plan that fits on a single sheet of A4 paper.

The plan starts with your mission/vision/goals. Those goals, in turn, determine the key areas in which the business will have to excel in order to achieve it’s goals (i.e the “underlying success drivers”). Next come the key factors that directly drive the business’s sales, costs and cash flow. Finally there are the key results that have been generated by all the underlying drivers.

In this way the plan describes all the key factors behind the business’s success, and maps them out in a logical way that mirrors the casual links between goals, success drivers and eventual results.

Not only does this give the business an early warning system (by systematically measuring and monitoring everything that is really important in the business), but it also acts as a catalyst for identifying the action that needs to be taken, and for recording and monitoring the constantly updated action plans that the business plan contains.

## **How do I benefit from a *One Page Business Plan***

- A *One Page Business Plan* is readily understandable by everybody from the shop floor to the board.
- It tells everybody how they are doing, helps them to identify the areas that they need to work on, and forces them to think about, record and monitor the action that they are going to take to do even better in the future.
- As the *One Page Business Plan* must be updated regularly (usually on a monthly basis) it makes a living document that always records the most up-to-date performance information, and the most up-to-date business plans.
- By forcing you to draw up a monthly action plan, it helps you to actually take action (which is ultimately the key to success, but is all too often overlooked because we are all too busy doing the things we have always done).

- It can (and ideally should) be posted on notice boards etc so that everybody in the business knows exactly what the business is trying to achieve, how far they have got towards achieving it, and what they can do to get the business there even faster.
  
- When using this way it also provides focus for discussion, effort and creativity. It also acts a brilliant tool to motivate employees (because one of the main reasons for de-motivation is that they cannot see the point or the importance of what they or the business are doing – and the *One Page Business Plan* makes all of that a thing of the past).

**So how much will my investment in the *One Page Business Plan* be?**

The cost is £300 plus VAT per month. As always the cost is backed by our unique guarantee that if you are not completely satisfied that the investment has not showed you and your business how to generate substantial additional profits, then your investment will be immediately refunded without question.

**Ring us for further details on 01752 752210**