

Six Elements of a Dynamic Business Growth Plan

<p style="text-align: center;">Vision <i>Where are we going?</i></p>	<ul style="list-style-type: none"> • What is our ideal future? • What will we provide to whom and on what type of scale? • Is our vision clear and inspiring?
<p style="text-align: center;">Mission <i>What is our purpose?</i></p>	<ul style="list-style-type: none"> • Why do we exist (other than making money)? • Is the mission ten words or less? • Does the mission explain why we do what we do?
<p style="text-align: center;">Values <i>What is our code of conduct?</i></p>	<ul style="list-style-type: none"> • How will we treat each other? • What will guide our decisions and conduct? • Do our values call for a high degree of effort, proficiency, or character?
<p style="text-align: center;">Objectives <i>How will we measure our progress?</i></p>	<ul style="list-style-type: none"> • What are our key measures? • Are we measuring customer satisfaction, employee satisfaction, and financial performance? • Are the objectives clear and simple?
<p style="text-align: center;">Strategies <i>How we will get to our vision?</i></p>	<ul style="list-style-type: none"> • What are the categories we will use to organize action? (ie. human resources, physical resources, financial resources, innovation, marketing, productivity, profit requirements, social responsibility) • Does each strategy have a clear end in mind? • Does each strategy include a few high impact strategic choices?
<p style="text-align: center;">Priorities <i>Who is going to do what by when?</i></p>	<ul style="list-style-type: none"> • Do the priorities start with a verb, end with a date, and have something measurable in between? • Is each priority assigned to a single individual? • Do priorities connect to strategies?

Your Dynamic Business Growth Plan

Vision <i>Where are we going?</i>	
Mission <i>What is our purpose?</i>	
Values <i>What is our code of conduct?</i>	
Objectives <i>How will we measure our progress?</i>	
Strategies <i>How we will get to our vision?</i>	
Priorities <i>Who is going to do what by when?</i>	

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