



# **SPINNING DISC**

Technical and Business Management

## **Strategic Business Plan**

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<<Enter Company Name Here>>

## 1. Who Are We?

### A. Who Are We And Why Do We Exist? (Vision)

<<Often called the “Vision Statement”, this section should be a brief (one or two sentences at the most) answer to this most basic of questions. The answer we give to this question should be used throughout all parts of the company for the life of the company to guide decisions, operations and day to day activities. This vision should summarize the essence of how the organization sees itself – who it is and why it exists.>>

We are teachers, educators and artists; professionals dedicated to using our skills, our knowledge and our craft to make the world a happier, more hospitable place to live, work and play.

We are here to help morally sound, ethical small businesses survive and thrive.

### B. What Do We Do? (Mission)

<<This section should provide a concise, accurate and, above all, a forward-looking summary of your vision for the company. This should tell folks exactly why the company is in business and what industry or industries in which the the company operates.

Try to write it as if you expect the company to be around in 100 years...and as if you expect this statement to still be the driving company's vision 100 years from now. Keep it to two or three bullet lines if at all possible.>>

We are a management consulting and business services company that provides cost-effective, results-driven sales, management & administrative services essential and beneficial to their continued survival and growth.

We will reduce the number of small business failures in each geographic market we enter by fifty percent (50%).

### C. Our Guiding Principles (Moral Basis)

<<Here, you want to detail the values and principles that you expect to guide the organization's day to day operations. These should reflect your underlying beliefs, morals, and ethics. These will be used to guide employees, contractors and others in performing their daily tasks. These principles should provide customers and potential customers an accurate picture of what they can expect when they do business with you. >>

- We are here to help small businesses, not get rich. We need to make a reasonable profit, but if we cannot do this by putting others ahead of ourselves, we will close our doors
- We are champions of and for the “little guys”, offering guidance, assistance and protection - particularly to businesses that are “lost” and unable to protect themselves.
- We will strive at all times to act in a manner consistent with the “Golden Rule” and with the best Christian ideals.

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- We do not believe that “the Customer is Always Right”, but we do believe that the customer is always the customer and, as such, is entitled to *and will be treated with courtesy, respect and patience* - even (particularly?) when they're wrong and we're tired and frustrated.
- We will donate at least the first ten percent (10%) of net revenues to worthy causes which do work consistent with Our Mission and Guiding Principles.
- We will work to create an economic and social environment conducive to owning and successfully operating a small business.
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### **C. Our Operational Focus**

<<Here you should provide some detailed guidance on specific areas you'll focus your efforts in order to fulfill your mission. This section can also provide specific high-level goals and objectives. Write this section so that it provides guidance for the next one to ten years...and expect these to change from time to time as the business matures and opportunities arise. This section should be in bullet format and kept to one page if possible.>>

Our operations will focus on the following primary areas:

- Providing world-class, “big business” business services & products to small businesses;
- Charitable giving to pro-life, pro-family and other aid organizations working to counter the culture of death and personal alienation so prevalent in our culture;
- Providing financial assistance designed specifically to recognize and ease, not add to, the small business' financial and workload concerns; and
- Supporting, guiding and undertaking direct political action & lobbying efforts to better the lot of small businesses in general and our Members in particular.

We will:

- Make selling for & consulting to small business profitable enough and easy enough to attract & keep good salespeople & experienced business consultants;
- Put the success of our Members, employees, and associates ahead of our own;
- Provide cost-effective, results-driven sales services and business products; and
- We will provide fair and equitable business financing opportunities to viable start-up and existing small businesses.

### **D. Our Pricing and Work Philosophy:**

<<This section is optional. If you use it, it's here that you should detail any specific guidelines and philosophies to be followed / adhered to when establishing prices, designing jobs, implementing work processes, or other items of interest.>>

At the core of our pricing approach is our belief that excess funds or cash are often in critically short supply for our small business Members. For this reason, with the exception of their annual membership dues (and any related fees), we will work to keep our prices low and develop payment approaches whereby Members pay only after tangible results have been delivered.

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**2. How Do We See The World In Which We Operate?**

**A. What does the Economic Environment Look Like?**

*1) What Major Trends Are There In the Economy?*

*2) What Opportunities Are There in The Economy?*

**B. What does the Political Environment Look Like?**

*1) What Major Trends Are There In Politics?*

*2). What Opportunities Are There In Politics?*

**C. What Does the Natural Environment Look Like?**

*1) What Major Trends Are There In the Natural Environment?*

*2) What Opportunities Are There In the Natural Environment?*

**D. What Does the Legal / Regulatory Environment Look Like?**

*1) What Major Trends Are There In The Legal / Regulatory Environment?*

*2) What Opportunities Are There In The Legal / Regulatory Environment?*

**E. What Does the Technological Environment Look Like?**

*1) What Major Trends Are There In Technology?*

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2). *What Opportunities Are There In Technology?*

## **F. What Does the Social / Cultural Environment Look Like?**

1) *What Major Trends Are There In the Social / Cultural Environment?*

2). *What Opportunities Are There In the Social / Cultural Environment?*

## **3. What Do We Do?**

### **A. In What Industries Do We Operate?**

<<This section provides more detail on the industries identified in the Mission Statement (section 1B) above. Because it is important for every organization to maintain its focus, it is important that this section be specific and (relatively) detailed about exactly what business(es) you operate in. This may mean that you have to also be specific about what industries you *are not in*, as well.

The intent here is to let the operations folks know just how broad or how narrow to focus. For example, whether a company like Exxon describes its industry as “oil production” or “energy production” makes a big difference in where it invests time, money and expertise. Describing themselves as an “oil production company” means most of their focus will be on finding and exploiting new sources of oil; while describing themselves as an “energy production company” opens other energy production fields such as nuclear, solar, wind, etc. .>>

1) <<ENTER NAME OF FIRST INDUSTRY HERE>>

a) *What Are the Major Trends In This industry?*

b). *What Opportunities Are There in This Industry?*

c) *What Threats Exist In This Industry?*

2). <<ENTER NAME OF SECOND INDUSTRY HERE>>

<<Enter Company Name Here>>

a) What Are the Major Trends In This industry?

b). What Opportunities Are There in This Industry?

c) What Threats Exist In This Industry?

2). <<ENTER NAME OF THIRD INDUSTRY HERE>>

a) What Are the Major Trends In This industry?

b). What Opportunities Are There in This Industry?

c) What Threats Exist In This Industry?

## **B. Who Are Our Customers?**

<<This section is should describe major customer *segments*, not specific individual customers. The idea here is to give folks within the organization guidance on areas where it will be most beneficial to focus their customer development efforts. Their job, as they develop specific products and projects to achieve the corporate mission, will be to narrow the focus onto specific customer groups, customers and opportunities. >>

1) Customer Class 1.

2) Customer Class 2.

3) Customer Class 3.

## **C. Who Are Our Competitors?**

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## **D. What Are Our Strengths?**

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**E. What are Our Weaknesses?**

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**4. What Else Could (Or Should) We Do?**

<<This section is where you look at opportunities or objectives that have not been included in other sections of the document. >>

**A.**