



UPCONSULTING
HELPING YOUR BUSINESS GROW

Strategic Plan

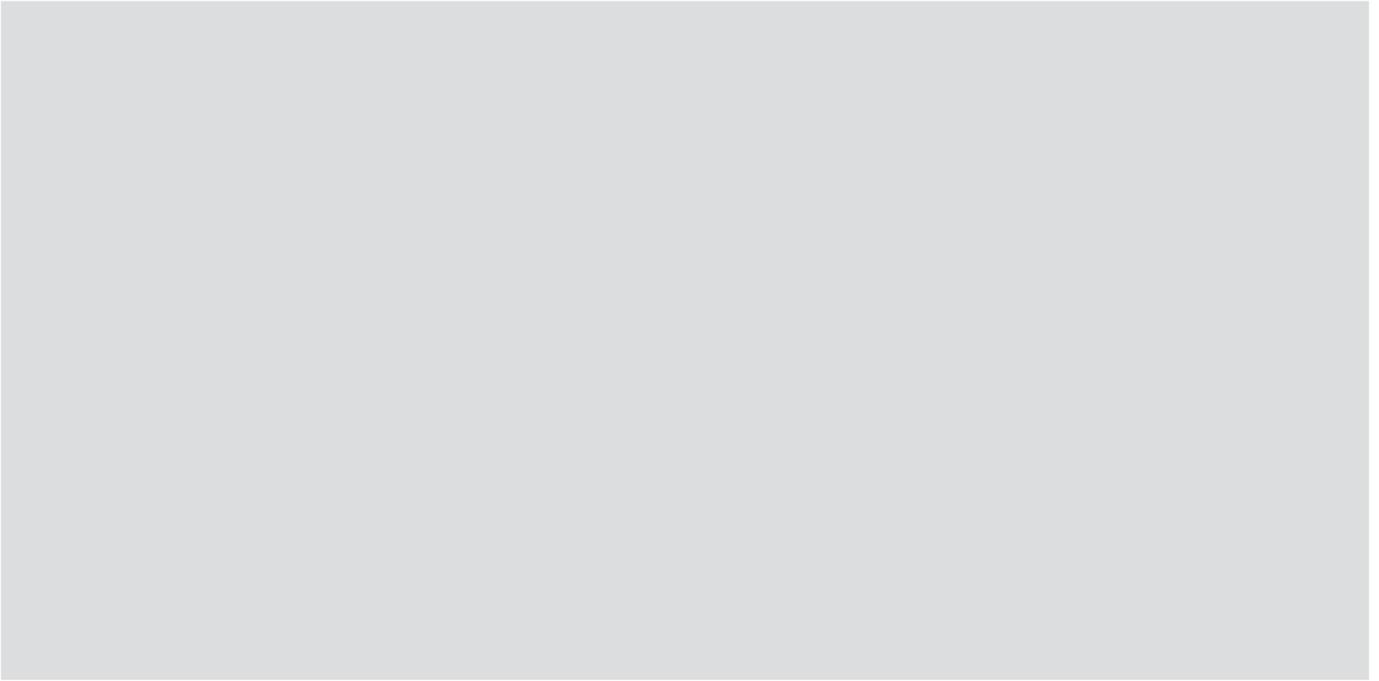
Taking steps to the future



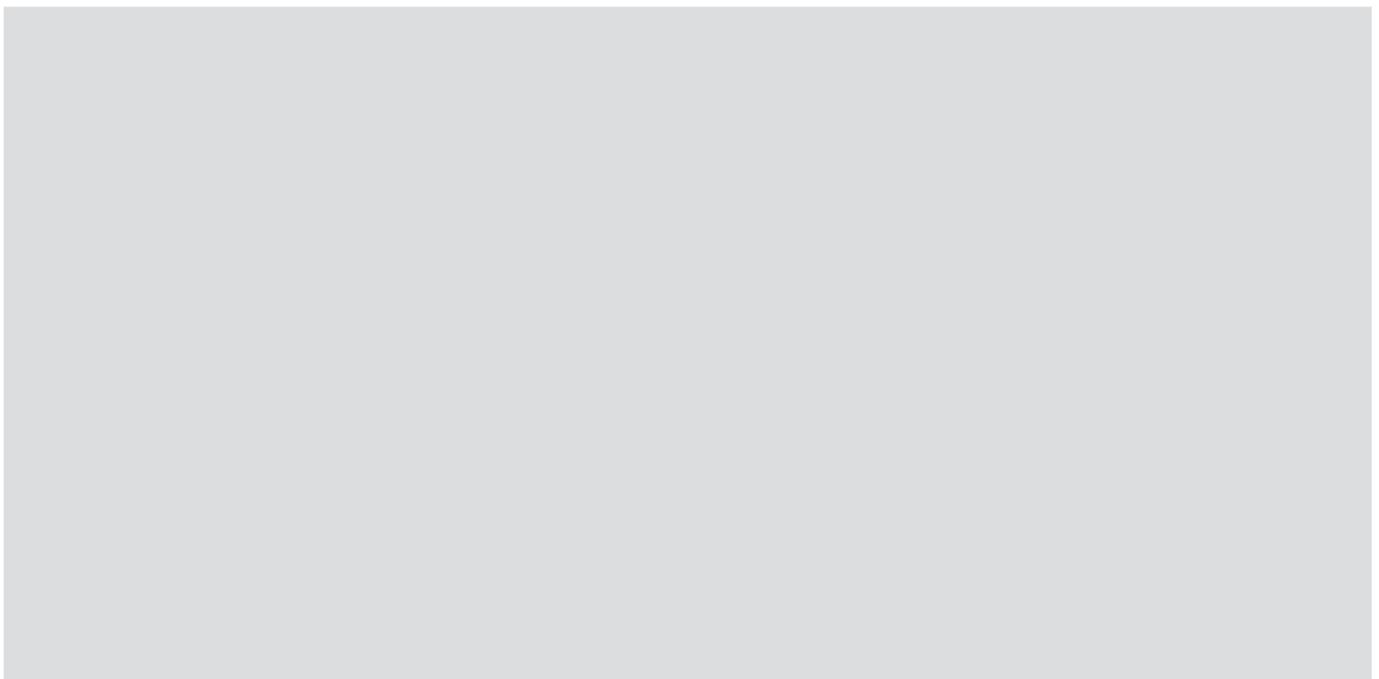


Personal

Attributes - The What



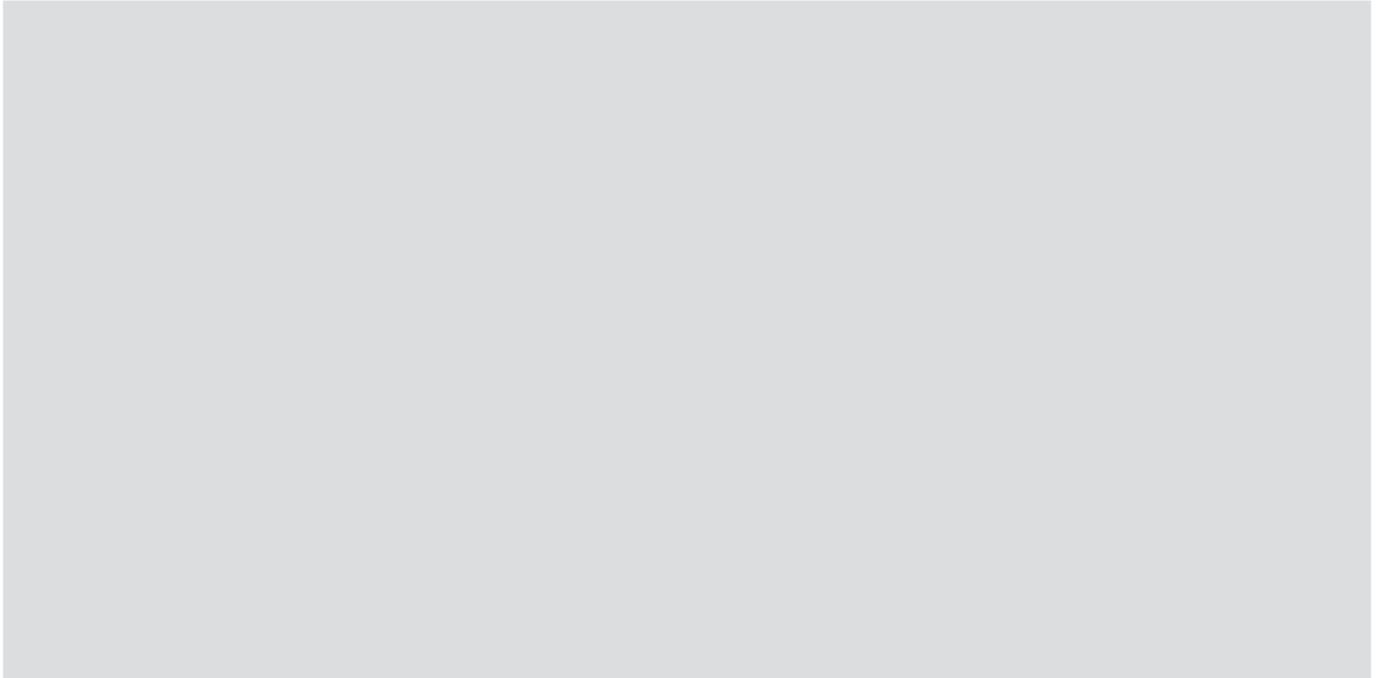
Actuations - The Why



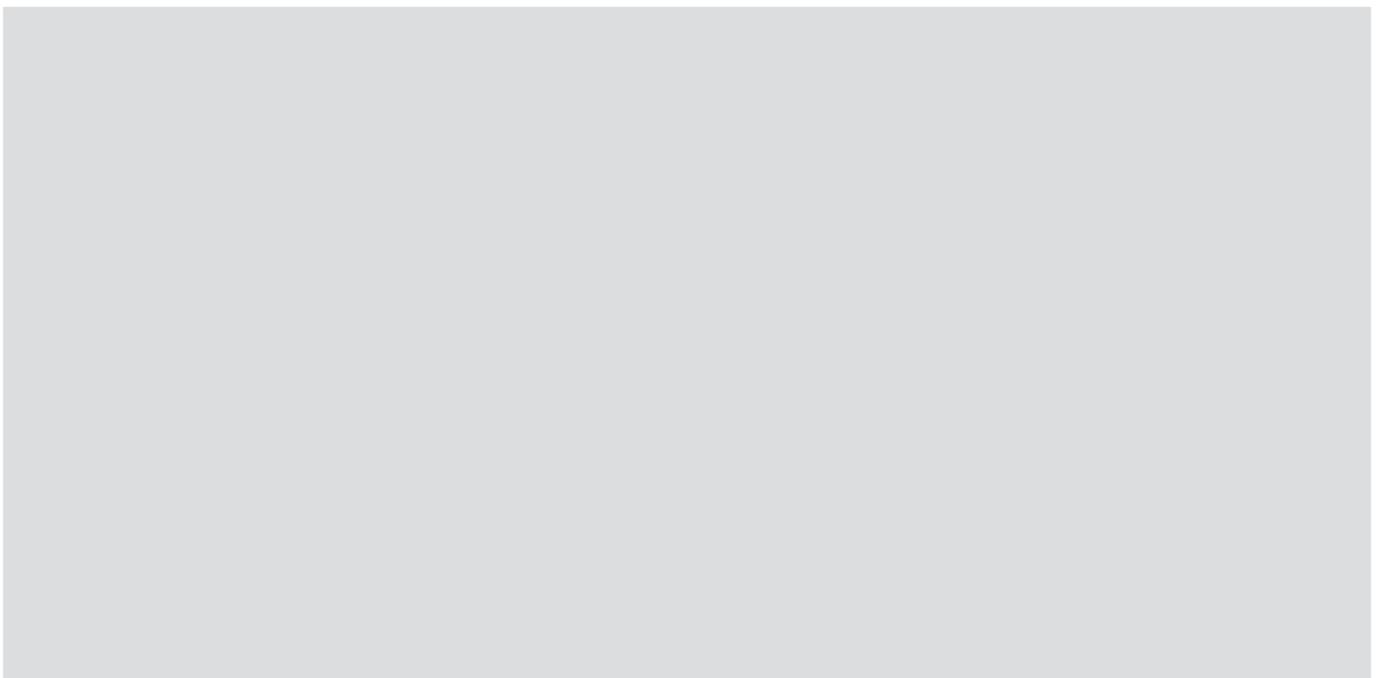


Business

Attributes - The What



Actuations - The Why



Atmosphere - The SWOT

Strengths

Weaknesses

Opportunities

Threats

Achievements - The How

Completion Guide

This template is a simple guide to help you write your plan for the year ahead. It is a starting point to help you dream and plot out the possibilities for the upcoming year. This is not a comprehensive strategy but is intended to get you started and to get something written down. If you are a business owner, it is important to complete the personal strategy first as this will impact your business.

Personal

Attributes - The What

Describe the type of person you want to be. If someone met you for the first time, how would you want them to describe you? It may include physical attributes such as how you dress as well as personality aspects e.g. kind, energetic, focused etc. How would you like people to perceive you? What person do you want to give to the world?

Actuations - The Why

This is an important step that may take you some time. It is about understanding what motivates and drives you. It is about finding the heart of you who you are. You might start by writing down the things you are passionate about and finding a common thread.

Actions - The How

List the actions you must do to become this person. They may range from changing your speech to getting some training.

Achievements - The When

List the things you want to achieve in the year and an approximate time. This can include holidays, givings and donations, education and learning. Include your financial aspirations.

Business

Attributes - The What

Think of your business as a person and describe its personality traits. Is it innovative, fun, thoughtful etc? How would you like people to perceive your business? What do you want your business to give to the world?

Actuations - The Why

What is the driving force behind your business? You may be a paper supplier but your reason may be to provide people with affordable paper to share their ideas. An accounting firm's purpose may be to help people succeed in business.

Atmosphere - The SWOT

This is an important assessment of the climate your business operates in. Strengths and Weaknesses are internal and Opportunities and Threats are external.

Actions - The How

List the actions you must do to become this business. Make a series of actions that will help you achieve or grow the attributes you want to focus on.

Achievements - The When

List the things you want to achieve in the year and an approximate time. This can include holidays, givings and donations, education and learning. Include your financial aspirations.