

One Page Business Plan

What extrinsic open goal for the world can our company take on?

(Microsoft's extrinsic open goal was: "A computer on every desk")

What three questions should we be asking all the time?

(Yahoo had a key question, asked of everything they did: "Is it fast?")

What value do we create?

(What will someone pay for?)

When will our company break even?

(Be as simple as possible; answer this by multiplying cash per sale by the number of sales and subtracting all your costs.)

How will you grow profits without growing costs?

(The more you can grow your profits without adding additional costs the better your business will be.)

Now imagine yourself wildly successful three years in the future. From there, look back and create a draft time line below. On the time line, list all the closed goals, with dates, that had to happen to get you the success you imagine. This is now your time plan. Revisit the time plan weekly to refine it and share it with your people often. Remember that only change is certain.

