

**The 10-step quick
focus business plan**

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nz**

Strategies and business plans need to be lived and breathed, not put on a shelf and forgotten about. Use this template to make sure you're focused on the right things, every day.

This is a great tool if:

- you already have a business plan or strategy but things are changing
- you don't have time to create a detailed business plan or strategy
- your business is moving too fast to bother with a detailed business plan or strategy
- you want to help focus your team on the plan.

Grab a cuppa and maybe a colleague, give yourself some space, and take 60mins to refocus.

The first time you refocus, you might have some gaps in your knowledge. That's okay. Put it on the to-do list at the end of the template, learn what you need to know, and you'll be set for next time.

Remind yourself

1. Your business
2. Your mission

Reflect on your current position

3. Key numbers
4. Internal forces
5. External forces

Set your focus

6. Top tasks
7. Possible next steps
8. Plan of attack

Get going

9. Overcoming barriers
10. To-do list



See [Business.govt.nz](https://www.business.govt.nz)'s Business Planning Tools and Tips section.

Remind yourself


1. Your business

Remember who you are and what you're in business to do.

How do you describe your business in a nutshell?

Include your point of difference and the value you offer your customers.

Being able to describe in a few sentences your business and the value it offers customers is sometimes called an 'elevator pitch'. You should be able to summarise in the time it takes to ride an elevator about 10 floors. Often, that's as long as you get to introduce yourself and capture someone's interest.

 **Haven't got an elevator pitch? Put it on your to-do list.**


2. Your mission

Remember your next goal.

What's the next big milestone you're working towards?

This might be a goal for this year, three years or even 10 years.

As your business grows or changes, you'll want to focus on different goals. Think of your mission as your overarching goal. The best missions are specific, ambitious yet achievable, and have a set timeframe. In 1988, Michael Hill, Jeweller, set himself a mission of having 70 shops in 7 years. Nailed it!

 **Haven't got a mission? Put it on your to-do list.**

Reflect on your current position

3. Key numbers

How are the numbers, metrics or KPIs looking?

Some of the core metrics that most successful business owners keep track of

Revenue

How much money your business has made in the year to date.

Net profit ('the bottom line')

Your revenue minus your expenses for the year to date.

Net profit margin

Your net profit as a percentage of your revenue, year to date.

Operating costs

How much it costs to run your business each month.

Utilisation rate

The level to which your people and big assets (eg machinery) are in use.

Net promoter score

How likely it is that a customer will recommend you, on a scale of 1 to 10.

Employee engagement

The level to which your people are engaged with their job and the business.

Did you know that higher employee engagement brings higher productivity and greater staff retention?

Some metrics that relate specifically to your mission

Eg, number of current customers, or market share.

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It's true, you can measure and focus on the numbers too much. But caring about these key metrics will help you to spot problems with your business viability and track your progress as you grow, and decide where to go next.



Don't know your numbers or why they're important? Put it on your to-do list.

Reflect on your current position

4. Internal forces

Think about what's shaping your business from the inside.

What are your strengths?

What do you do well, or have that you can make the most of?

- | | |
|---|--------------------------------|
| <input type="checkbox"/> A good reputation | <input type="checkbox"/> |
| <input type="checkbox"/> Clear goals and strategy | <input type="checkbox"/> |
| <input type="checkbox"/> A strong team | <input type="checkbox"/> |
| <input type="checkbox"/> Networks and contacts | <input type="checkbox"/> |
| <input type="checkbox"/> Smooth operations | <input type="checkbox"/> |
| <input type="checkbox"/> Good cashflow, savings | <input type="checkbox"/> |
| <input type="checkbox"/> A superior product/service | <input type="checkbox"/> |
| <input type="checkbox"/> Loyal customers | <input type="checkbox"/> |

What are your weaknesses?

What do you not do well, or what don't you have that you need?

- | | |
|--|--------------------------------|
| <input type="checkbox"/> No/poor reputation | <input type="checkbox"/> |
| <input type="checkbox"/> No/poor website | <input type="checkbox"/> |
| <input type="checkbox"/> Not the right team | <input type="checkbox"/> |
| <input type="checkbox"/> No networks or contacts | <input type="checkbox"/> |
| <input type="checkbox"/> Bumpy operations | <input type="checkbox"/> |
| <input type="checkbox"/> Bad cashflow, low savings | <input type="checkbox"/> |
| <input type="checkbox"/> A weak product/service | <input type="checkbox"/> |
| <input type="checkbox"/> Not enough customers | <input type="checkbox"/> |

Reflect on your current position

5. External forces

Think about what might impact your business from the outside.

What are your opportunities?

What's out there or on offer that you could make the most of?

- | | |
|--|--------------------------------|
| <input type="checkbox"/> Good talent to hire | <input type="checkbox"/> |
| <input type="checkbox"/> A new key partnership | <input type="checkbox"/> |
| <input type="checkbox"/> A large untapped market | <input type="checkbox"/> |
| <input type="checkbox"/> A hot client lead | <input type="checkbox"/> |
| <input type="checkbox"/> New investment | <input type="checkbox"/> |
| <input type="checkbox"/> New software tools | <input type="checkbox"/> |
| <input type="checkbox"/> A marketing opportunity | <input type="checkbox"/> |
| <input type="checkbox"/> A potential new mentor | <input type="checkbox"/> |

What might be threatening you?

What's happening out there that might be a risk to your business?

- | | |
|---|--------------------------------|
| <input type="checkbox"/> No workers/talent to hire | <input type="checkbox"/> |
| <input type="checkbox"/> An aggressive competitor | <input type="checkbox"/> |
| <input type="checkbox"/> A shrinking market | <input type="checkbox"/> |
| <input type="checkbox"/> Legislation changes | <input type="checkbox"/> |
| <input type="checkbox"/> Rising production costs | <input type="checkbox"/> |
| <input type="checkbox"/> Poor public infrastructure | <input type="checkbox"/> |
| <input type="checkbox"/> Shrinking margins | <input type="checkbox"/> |
| <input type="checkbox"/> Poor exchange rates | <input type="checkbox"/> |

Set your focus

6. Top jobs

With a focus on your mission, and bearing in mind the internal and external forces at play, what are the important things to do?

First, brainstorm all the things that you think might be important for you to do to achieve your mission

Eg, build the brand, reduce costs, improve a particular relationship, get a mentor.

Now, pick out the three that are most important jobs to do next

Job 1:
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Job 2:
.....

Job 3:
.....

We'll focus on these three top jobs for the rest of the template. Carry them through to the next page, ready to start thinking about your plan of attack.

Set your focus

7. Possible next steps

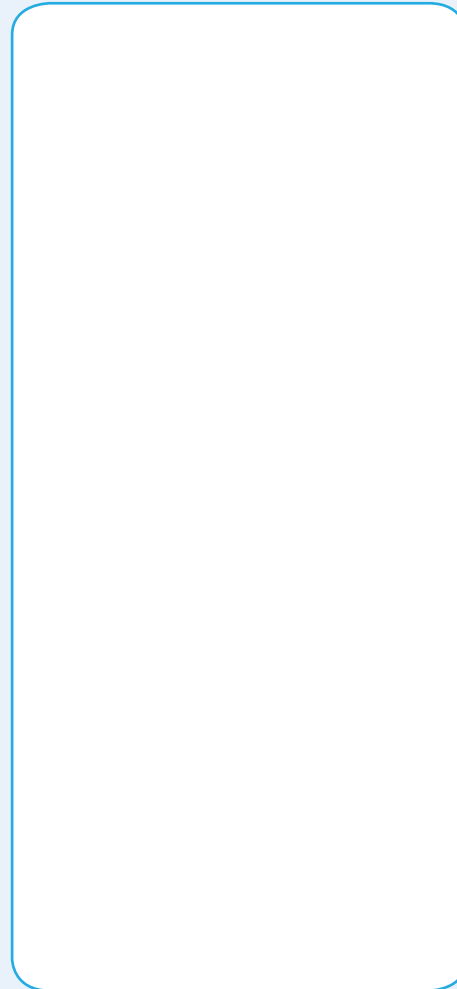
What will you need to do to get those jobs done?

First, list all the things that could help get that job done.

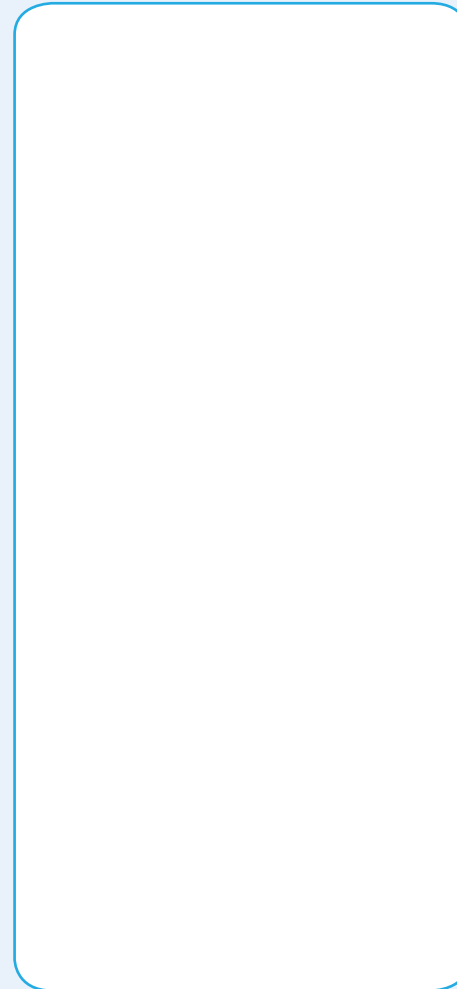
Eg, create a website, meet with potential mentors, identify all costs, map the process, re-organise the team, create a policy, identify possible coalition partners.

Next, highlight the three most important next steps for each job.

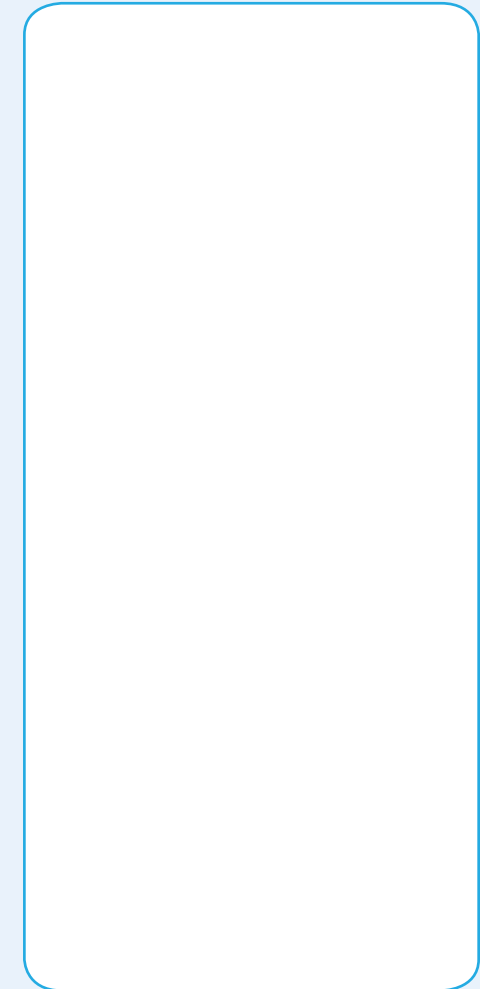
Job 1



Job 2



Job 3



Set your focus

8. Plan of attack

Summarise your three top jobs and the three most important next steps for each.

Job 1:

Job 2:

Job 3:

**First steps to take to achieve Job 1.
Who, what, by when.**

**First steps to take to achieve Job 2.
Who, what, by when.**

**First steps to take to achieve Job 3.
Who, what, by when.**

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Get going

9. Overcoming barriers

Be honest with yourself about what might get in the way of your plan.
Remember that sometimes we're our own worst enemy.

What could stop you from carrying out your plan of attack?

Eg, not putting time aside, getting distracted by urgent things,
not having team buy-in.

What could you do to overcome those barriers?

Eg, schedule time in your diary, print the plan and
put it on the wall.



Got some great ideas to focus yourself on the plan? Put them on your to-do list.

Get going

10. To-do list

In addition to the plan of attack, what to-dos have popped out as you completed this template?
For best results, give yourself a deadline for each task and put time aside in your diary to get it done.

<input type="checkbox"/> Complete the steps on my plan of attack!	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Schedule my next quick refocus	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



For more tips & tools,
see [Business.govt.nz](https://business.govt.nz)'s Business Planning section

Congratulations!

You've got a plan of attack, and a to-do list.
You're focused and ready to go.

So what are you waiting for?

Get going!

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