

# Plan to Succeed



Gary Matteson: [matteson@fccouncil.com](mailto:matteson@fccouncil.com)

Erin Pirro: [erin.pirro@farmcrediteast.com](mailto:erin.pirro@farmcrediteast.com)

Mission: The mission for your business guides everything that you do. Keep it simple by finding the lowest common denominator.

## Objectives:

Objectives are general directions for your business. They outline what you want the business to look like in the future. Stay focused on your Mission Statement.

Objective 1:

Objective 2:

Objective 3:

Objective 4:

## SMART Goals: Remember, a goal without a deadline is just a dream!

S — Specific M — Measurable A — Attainable R — Rewarding T — Timed

SMART Goal a):

SMART Goal a):

SMART Goal a):

SMART Goal a):

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

SMART Goal b):

SMART Goal b):

SMART Goal b):

SMART Goal b):

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plan:

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Action Plans: Every goal must have action plans that explain how that goal will be accomplished. Explain who will do what, where, when, how, and how often.

## INSTRUCTIONS: One-Page Business Plan

**Mission:** The mission for your business guides everything that you do. Keep it simple by finding the most core denominator that defines your business.

**Objectives:** Objectives are general, observable, challenging and untimed directions for your business. They outline what you want the business to look like in the future. Caution! Too many objectives will result in too many priorities to focus on. Stay focused on your Mission Statement. This may result in too much to do, leading to less effective results. Try to establish at least 4 but no more than 8 objectives.

**SMART Goals:** All goals need to share all of these characteristics: Specific, Measurable, Attainable, Rewarding, and Timed. Work on setting goals for one objective at a time. Each objective will have its own set of goals; however, some goals may contribute to more than one objective.

**Action Plans:** Every goal must have action plans that explain how that goal will be accomplished. Action plans (or tactics) are precise and individually itemized plans for action. They describe exactly Who, What, When, Where and How activities will take place in order to accomplish a goal.

Action plans detail who will do it, how, where, by when, and how often. Then the key to successful action plans is proper monitoring and comparison to predetermined measurable standards with proper corrective action when necessary.