

# **THE ONE PAGE BUSINESS PLAN**

**Start With a Vision,  
Build a Company!**

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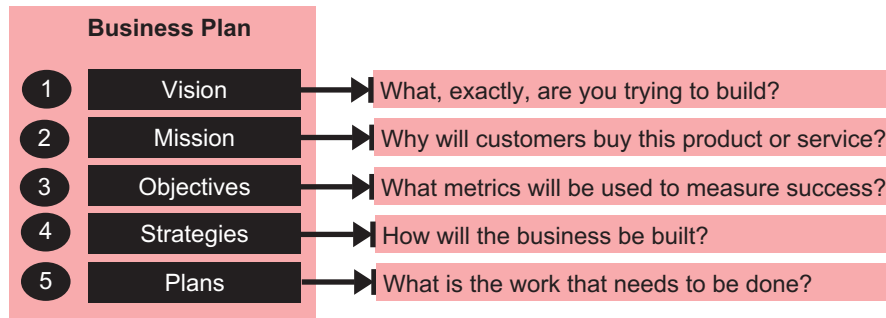
The Web site for this book is available at [www.onepagebusinessplan.com](http://www.onepagebusinessplan.com).

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**MAIN IDEA**

Business plans don't need to be long to be good. In one page, you should be able to communicate where you want to take your company in the future and how you're going to get there. The most important result of preparing a business plan is to clarify your thinking so that your employees, your partners, your suppliers and even your customers work with you rather than against you.

A good business plan will answer five specific questions succinctly and clearly in a few concise, well thought out sentences:



For people who have become conditioned to spending six months writing a long business plan, the concept of summarizing the entire business plan in one page seems too good to be true, but the reality is most conventional business plans never actually get used. They exist solely to create the impression that much thought and effort has gone into the planning process rather than as something that is of practical use day-in and day-out. By contrast, a one page business plan is simple enough that it can be used to explain where your business is heading to everyone from potential employees through to bankers, boards of directors and potential partners.

In summary, a one page business plan works because:

- It takes a complex subject (your business) and makes it simple to understand what's happening and why.
- It focuses on what's important rather than how big and impressive the business plan is.
- It is readily understandable and comprehensible.
- It can be adapted to many circumstances – communicating with employees, meeting with bankers or potential backers, etc.
- It is consistent in that it sends the same message to everyone who reads it.
- It's flexible and able to be changed quickly to reflect your latest thinking rather than your thinking of six months ago.
- It can be expanded upon – by the addition of budgets and other reference materials as required.
- It uses everyday language, not the terminology of an accountant or business specialist.
- It focuses attention on delivering results rather than spending endless time planning.
- It allows every key objective to be highlighted, monitored and tracked in real-time rather than with a significant delay.
- It acts as an excellent management training template.
- It allows everyone in the organization to be on the same page rather than guessing about the status of any projects.
- It provides everyone with a map of how to build the business and add value.

**1. The Vision Statement – What, exactly, are you trying to build? . . . . . Page 2**

A good vision statement will describe the idea behind your business in a manner that captures the passion of your idea. A good vision statement will be expansive, idealistic and loaded with invitations to see the possibilities. A good vision statement will describe your dream in a memorable way.

**2. The Mission Statement – Why will customers buy this product or service? . . . . . Page 3**

The mission statement describes why your business exists in short and memorable statements. It speaks directly as to why anyone would want to buy and use your products and services. A mission statement articulates and specifies the commitment you make to your customers and stakeholders.

**3. The Objectives – What metrics will be used to measure success? . . . . . Page 4**

Objectives set out your well-defined targets and then specify how you will measure progress towards the accomplishment of those goals. Objectives are tightly focused, specific, prioritized and important. In short, if you're achieving your objectives, your business will be a success.

**4. The Strategies – How will the business be built? . . . . . Page 5**

Strategies set the direction and values of your organization. They also establish your boundaries, thereby helping you to stay on track. If you have firmly established strategies in place, it will become easier to make important business decisions because they will become obvious.

**5. The Plans – What is the work that needs to get done? . . . . . Page 6**

Plans are the specifics which must be actioned in order to achieve the objectives. Clearly, the business's strategies, objectives and plans must integrate and be consistent with each other if anything worthwhile is going to be accomplished.

**6. Sample One Page Business Plans . . . . . Pages 7 - 8**

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