

## Business Planning Guide

Business Mission, Vision, Purpose, Values	SWOT Analysis & PESTEL Analysis	Define Key Business Result Areas	Define Measurable Outcomes to address SWOT & PESTEL	Set Goals to Achieve Outcomes (With dates)	Monitor Progress & Celebrate Successes
Mission – Why do you exist?	Strengths	Revenue/Sales	What is the end result?	Very specific goals	Get to work
Vision – What are you aiming for?	Weaknesses	Marketing	Clearly stated, simple	How will you get to your outcome?	Stick to the plan
Business Purpose – For what greater good?	Opportunities	Client/Patient Services	What will have been accomplished?	Do you have the steps needed?	Modify the plan when significant things happen.
Personal Purpose – Is it fulfilling?	Threats	Financial/ Budget	Can you measure the result?	Realistic yet challenging	Celebrate every accomplishment
Values – what guides your actions?	Political	Operations	Are they challenging?	Create an action plan	Didn't achieve the goal – learning opportunity
Are you using these to hire people?	Economic	IT	How do they link to your Mission & Vision?	Include timelines	Review the plan often
Do your clients know what they are?	Sociological	Human Resources	Can you envision the success?	Who do you need to help you?	How can you weave into performance planning
Are they visible to your potential clients?	Technological	Advocacy	Are you motivated to achieve them?	Do they mobilize you and your team?	Debrief with your team
Do they guide you in your thinking and actions?	Environmental	Partnerships	Have your staff been involved in creating them?	Have your staff helped you create them?	Reflect and coach for learning and development
Does your team exemplify them?	Legal	Stakeholder Relations	Are they prioritized?	Is their shared responsibility?	What value is this bringing you?