

# YOUR **How-To Guide For The** SIMPLE BUSINESS PLAN

Develop a simple game plan (that you'll actually use) to grow your business. We'll show you how.



**BUILDING CHAMPIONS**

COACHING BUSINESS AND LIFE | ON PURPOSE



# Introduction

For many people, just the mention of creating a business plan causes anxiety. They imagine a two-inch binder filled with page after page detailing extensive plans for each aspect of their business.

Over the past 18 years of coaching business professionals, we have discovered that because of this, most people never create a business plan and those who do, rarely use it.

This causes organizations to operate on the “opportunity du jour” method where they chase any opportunity that comes along, then drop it when it doesn’t bring immediate results.

As you can imagine, this is not the most successful way to run a business.

There is a better way.

The solution is a Simple One Page Business Plan that outlines what you will accomplish, where you need to make improvements and what you will do to reach your goals. This simple document will guide you and your team while still allowing you the flexibility you need to adjust to changes in your market.

# Complete Your Building Champions Simple Business Plan (on the final page) in 3 Steps:

## *Step 1. Identify Outcomes*

Identify what you will measure. It may be revenue, units, clients or any other numbers that quantify the outcomes you want to reach. Once you know your numbers you can begin looking at strategies to reach them.

## *Step 2. Master the Disciplines*

Document the actions you will take on a regular basis to reach your goals. It is important to ensure that your disciplines are clear, specific and actionable. For example, “talk to my loyal clients more” is not a discipline. “Call five loyal clients each day” is a discipline.

## *Step 3. List the Improvements*

Identify the projects you need to complete to reach your goals. These are not ongoing disciplines, instead they are one-time projects that when complete will enhance the way you do business.





# Conclusion

When complete, this simple one page document is your new business plan.

It has the key information you need to stay focused on reaching your goals in the months ahead.

For it to work however, you must commit to reviewing the plan weekly and using it to guide how you invest your time and make decisions.

We wish you all the best as you work through this tool.

If we can assist you in completing it, or if you want help on implementation, please contact us at [info@buildingchampions.com](mailto:info@buildingchampions.com) or give us a call at 503-670-1013.

Building Champions exists to make a positive and lasting difference in the life of each person we coach, one person at a time.

As experienced business professionals, our Coaches are dedicated to helping clients grow their business, build stronger teams and become more successful leaders - all while having energy to engage in life outside of work.

# Simple Business Plan

Building Champions | Coaching Business and Life

Outcomes/Goals:

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Non-negotiable Disciplines:

A large light gray circle is centered on the page. Three horizontal black lines pass through the circle, one above, one through, and one below. Each line has a small black dot at its left and right ends, creating a symmetrical design.

Improvements/Projects

Project List

Target Date

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

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