

## **SIF One Page Business Plan**

### **The problem:**

Without a plan things rarely go to plan. A plan provides increased clarity and creates an effective strategy for achieving your goals. Those with a written plan are 20-50%+ more likely to achieve their goals.

### **Why the traditional approach isn't working?**

By the time you've written an old school business plan it's out of date. Yes, there are benefits to the process of thinking in that level of detail about your business, but it's normally either far too prescriptive that can't cope with inevitable change and/or is never looked at again. Sadly, long business plans are still frequently recommended.

### **The solution:**

Given that 60% of a plan is better than 100% of no plan The best plan is the one that is relevant and helpful therefore has to be easy to use. The Business Model Canvas by Strategyzer transformed the thinking in this space and demonstrated how you can achieve it all on one page.

We cannot forecast everything therefore the best plans act as a guide and a decision-making framework. As such a one pager that can be easily, and quickly, reviewed and updated is very powerful. It acts as a guide and can handle and adapt to change.

When coupled with clear vision, values and goals then it can be an incredibly powerful decision-making aid too.

In any situation you can ask yourself: Does it fit with my personal and business values? Does it help me achieve my goals? How does it help/hinder my plan?

### **How to complete?**

Do a run through of every box left to right. Then go back and add in the detail. The more specific you can be the better. Watch the sifCPD one page business plan video to get a more in depth understanding and/or book a feedback session to review your first draft and help you craft an incredibly powerful and helpful document.

**Vision / Goals:****Values:**

<b>1. Value Proposition (VP)</b> <ul style="list-style-type: none"><li>• Which one or more of your client's needs are you helping to solve?</li><li>• Max 3-5.</li></ul>	<b>3. Revenue Streams</b> <ul style="list-style-type: none"><li>• You need to earn/have money in order to help people.</li><li>• How does the business earn revenue from VP(s)?</li></ul>	<b>5. Equipment / Resources</b> <ul style="list-style-type: none"><li>• What is required to deliver the VP and the desired journey for each client segments?</li></ul>	<b>7. Repeatable, scalable, time saving processes</b> <ul style="list-style-type: none"><li>• How to you make your processes as simple and automated as possible to save you and your clients time as well as giving a great experience.</li></ul>	<b>9. Financials / Costs</b> <ul style="list-style-type: none"><li>• What are the most important costs inherent in your business model?</li><li>• Understand the difference between price and value.</li></ul>
<b>2. Patient/Client Segments</b> <ul style="list-style-type: none"><li>• If you can define and understand your perfect clients, the rest flows.</li><li>• Statements like "anyone that is injured" are too general. Be specific.</li></ul>	<b>4. Patient/Client Journey</b> <ul style="list-style-type: none"><li>• What is each step of the client journey.</li></ul>	<b>6. Channels (online &amp; offline)</b> <ul style="list-style-type: none"><li>• Through which Channels do client Segments want to/can be reached?</li></ul>	<b>8. Personal Development</b> <ul style="list-style-type: none"><li>• How are you approaching your learning to continually improve?</li><li>• Needs vs want and clinical vs non-clinical</li></ul>	<b>10. Measure &amp; Refine</b> <ul style="list-style-type: none"><li>• Only measure what matters.</li><li>• Avoid vanity metrics.</li></ul>