



THE ONE PAGE BUSINESS PLAN®

The One Page Business Plan is an innovative approach to business planning that captures the essence of any business, project or program on a single page using key words and short phrases.

Most companies use the process to create not only the company's overall plan, but to create a plan for each supporting department, project and program. Its structure helps groups of people agree on and align around a set of strategies and objectives – and then effectively implement those plans.

The flexible methodology makes it possible for all managers and teams in the organization to each have a plan. The standard format makes it easy to review, compare and understand plans.

The One Page Business Plans works because:

- Plans actually get documented
- Plans are understandable
- Plans are easy to write, easy to update
- Every manager or team has one

The process creates:

- Alignment
- Accountability
- Results

Every person's One Page Plan, including the data on their performance scorecard and their progress reports, is posted on a secure website. The whole system can also be configured to operate within the firewall of a company.

At a click of the mouse it is possible for any executive or manager who has access to the system to *read* the plans of others in the company to see what they have committed to accomplishing, and how they are coming in implementing their action plans and meeting their objectives.

Excites People about Planning

The Plan is WEB-based, making the process of planning much quicker and easier on everyone. People aren't inundated by paper or meetings. They genuinely devote their time to thinking through how to be effective in their job in the coming year. Nearly everyone reports a sense of excitement at planning and the usability of the results from it, rather than the oft-experienced sense that it is a huge, time-consuming exercise with little payoff.

Why Consider The One Page Business Plan?

- How much money do you spend now doing pencil-and-paper plans that are hard to share, often lack a consistent and comparable level of detail, and are difficult to track?
- How much would be saved by doing it effortlessly, in comparable form, and electronically?