



Profitability is not an accident, nor is it a guarantee. It always starts with a plan.

We believe one of the major oversights in business in the last 40 years is the failure of management to ask the average business owner, manager, professional and/or employee to WRITE a plan for their job, department, project, program, and/or their function.

Senior executives have always been required to write "strategic plans". The plans typically take months to prepare and present – and then remain dormant until the next round of painful updates.

We believe one of the keys for success is to fully involve and then develop the entire workforce. And – not just once a year, but in an engaged approach to communication, innovation and accountability.

In the 1990's lots of "new management and team management" processes were developed and implemented with at best, modest successes.

We believe the obvious was missed: Nobody consistently asked everyone, starting with the business owner – and then the average manager, professional or employee - these five questions:

- 1) What are you building? Describe what your company, department, program, project, function, business unit, division, profit center, or company will look like in the future? (ie: 1, 3, 5, or 10 years?)
- 2) What purpose does your company, department, program, product, project, function...etc. serve? Who do you serve and what want, need, desire, pain, and/or opportunity do they want solved from you, your organization, your product or service?
- 3) What will make your company, department, program, product.... successful overtime?
- 4) What is the work that needs to be done?
- 5) How will you measure success?

These five questions are the foundation of a highly innovative approach to planning that was developed to address the need for a simplified, concise approach to business planning for the New Economy Entrepreneurs and Small Business Owners.

We believe the future is not only dependent on but requires a significantly higher contribution from the entire workforce. We believe that contribution will come when the average manager, professional and employee is truly invited to fully contribute and then coached along the way until they are successful.

Success is not an accident. It always starts with a plan.

- Good planning requires good thinking and then it must be committed to writing.
- One cannot write well unless one thinks well!
- We need a committed workforce that thinks and then can act on those thoughts.