

# Growth Management Business Plan Template

## PART ONE: INTRODUCTION

1. Title Page
2. Table of Contents
3. ONE PAGE Executive Summary
4. Introduction
  - Purpose of plan & Assumptions



## PART TWO: PLAN OVERVIEW

1. **Goal Statement - for your business**  
(Success for the business, Shareholder & Staff)
2. **4 Key Strategies for Business**  
(Balanced Score Card Bubble Diagram)
3. **Value Proposition Statement & Mantra Statement**
4. **Your Unique Selling Proposition(USP)**
  - Barrier to competitors
5. **Competition Strategy**
  - SWOT
  - Strategy
6. **The Business Model Diagram**
7. **People Culture Statements**
  - Values List & Brand
8. **Milestone Diagram**
  - One page medium term business plan
  - Key milestones – outcomes that create success
9. **Risk Assessment & Mitigation Plan**
10. **Financials**
  - P&L
  - Capital Asset Register (current – future)
  - Balance Sheet
  - ROI

## PART THREE: TACTICS

11. **Marketing Plan Summary**
  - Promotion, Pricing, Positioning
12. **Sales Plan Summary**
  - Key accounts
13. **Product Plan Summary**
  - Development road map
14. **Operational Plan**
  - Organisational Model Diagram (New Hires – flagged)
  - Infrastructure projects

*Remember to reference all tactics to BSC diagram*

# Entrepreneurs Guide to Killing Puppies



<p><b>1. Does it add value to customers?</b></p> <p><b>2. Does it make money?</b></p> <p><b>3. Can we outsource it?</b> <b>Does it fit our business model?</b></p> <p><b>4. Are we having fun?</b> <b>Does it fit our culture?</b></p> <p><b>5. Does it fit our master plan?</b></p> <p><b>6. Challenge me -</b> <b>Is it time to rethink the plan?</b> <b>Does it make good business sense</b></p>	<p><b>Value Proposition</b></p> <p><b>Cost structure</b></p> <p><b>Business Model</b> Smart working</p> <p><b>Working in the Zone</b> <b>Culture</b></p> <p><b>Strategy</b></p> <p><b>Governance</b></p>	<p><b>We exist because of customers</b> <b>Does this drive us?</b></p> <p><b>Investment decisions?</b> Our money and False economies</p> <p><b>Are we working smart?</b></p> <p><b>Living and managing by brand &amp; culture</b></p> <p><b>Are we focused on one goal</b> Is it a diversion?</p> <p><b>Do we have a reference point and high performance coach?</b></p>