

PRACTICE INTELLIGENCE
ONE PAGE BUSINESS PLAN

WHY EVERY PRACTICE NEEDS A BUSINESS PLAN

Forces you to review everything at once; your value proposition, marketing plan, operations plan, financial plan and staffing plan. Your business plan will drive your future. This 1-page version of our business plan module allows you to take a broad look at your business and set future goals for your practice

TOWS ANALYSIS: TOWS stands for threats, opportunities, weaknesses and strengths. It begins with you evaluating those things external to your practice then move to the internal factors of weaknesses and strengths.

EXTERNAL FACTORS

Examples: Trends, Technology, Competitors, Obstacles, Legislation, Client Needs, Local Changes, Product Offerings, Professional Network

Primary External Threats	Primary External Opportunities

INTERNAL FACTORS

Examples: Key Skills, Competitors, Goal Achievement, Client Base, Expenses, Uniqueness, Client Service, Team, System & Processes, Client Acquisition

Primary Internal Weaknesses	Primary Internal Strengths

CORE VALUES/BELIEFS: List the top 3 core values of your business and explain

Example: Caring & Consistent Advice – Clients must know we care and are passionate about their goals.

- 1) _____
- 2) _____
- 3) _____

QUANTITATIVE PERFORMANCE TARGETS

CATEGORY	CURRENT	12 MONTH GOAL
REVENUE		
AUM \$		
RECURRING REVENUE %		
NET NEW ASSETS		
# OF RELATIONSHIPS		
REVENUE PER RELATIONSHIP		

OUTRAGEOUS GOAL: Set your top one or two outrageous goals for the coming year. It must have a finish line in the form of from X to Y by When.

Example: By next year we will be averaging 10 qualified referrals a month and have increased AUM from existing clients by 20% through systematized COI prospecting and client activities.



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PROJECT PLANNER

Use the project planner to create an action plan to implement your Outrageous Goals. Using the action planner will increase the probability you reach your goal.

S – Specific M – Measurable A – Achievable R – Relevant T – Timely \$ – Cost	
Cost of Not Changing?	
Key Obstacles?	
What will success mean and feel like?	
Project Owner	

	TASK REQUIRED	START DATE	DUE DATE	STATUS	RESP. PERSON
1)				<input type="checkbox"/> On Target <input type="checkbox"/> Delayed <input type="checkbox"/> Completed	
2)				<input type="checkbox"/> On Target <input type="checkbox"/> Delayed <input type="checkbox"/> Completed	
3)				<input type="checkbox"/> On Target <input type="checkbox"/> Delayed <input type="checkbox"/> Completed	
4)				<input type="checkbox"/> On Target <input type="checkbox"/> Delayed <input type="checkbox"/> Completed	
5)				<input type="checkbox"/> On Target <input type="checkbox"/> Delayed <input type="checkbox"/> Completed	

