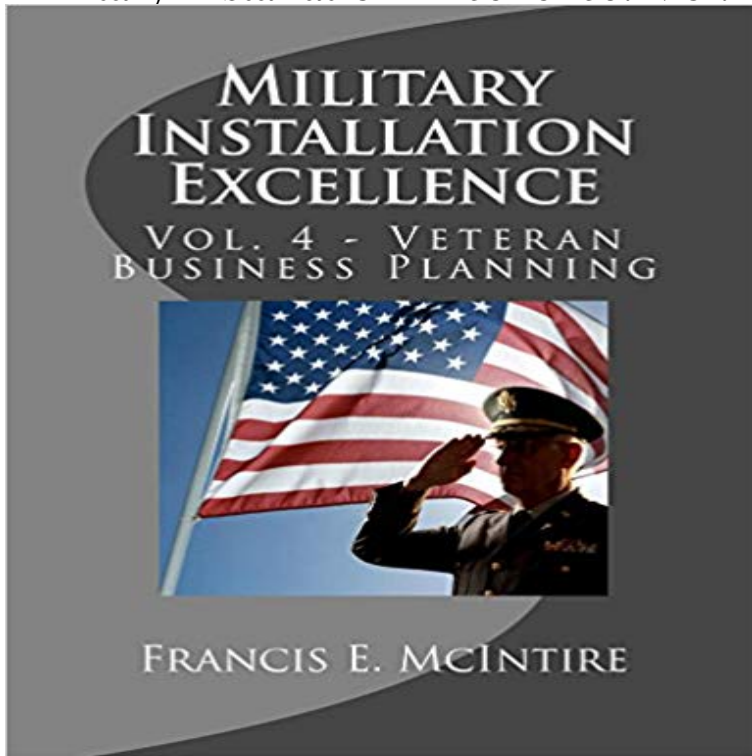


Military Installation Excellence: Vol. 4 - Veteran Business Planning



Business planning consists of a facilitated offsite and exercises, brainstorming, the development of a narrative (vision, values, mission, goals, objectives), development of a strategy, and empirical data that includes several financial spreadsheets. This method includes disciplined business planning and case studies. We start with a business plan, partly to begin with the end in mind. Most companies have every intention of changing the world for the better with a list of product and service offerings that are at least as good as the other guys. Competition for government and commercial contracts drives labor rates lower and quality of service higher until the business that you are very proud of is reduced to the role of commodity provider. Lets take a day off to do something once and with meaning lets do business planning. Plans are nothing, planning is everything. General Dwight D. Eisenhower

The value of a business plan is not in the document; but in the leadership activity that defines your business and is reflected in the document. Good business planning includes well thought out goals and deliberate actions that will define your brand and make you different from any other firm on the planet. Face it, most businesses are defined by a customer their first customer. Search the System for Acquisition Management for names of businesses that define a technology service or offering. There is a very good chance that the name of the company (as well as the day-to-day activity) was defined by the customer. The purpose of business planning is to help you define your business in terms of more lofty goals than just keeping the lights on. To be clear provide your first customer superb product and service delivery at a fair price. But dont define your enterprise based on what you are doing for your first customer. Dont name your company after your first customer. The business plan document is

suitable for all types of businesses. Where data is available, use empirical metrics and measurements to capture past results and forecast expectations.

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