Agency One Page Business Plan

Agency’s Positioning Line: ____________________________

For each of the key aspects of your business, identify the #1 goal you’d like to accomplish, the biggest obstacle for getting it done and the first two action steps needed to move forward. Be sure to state your goals as SMART (specific, measurable, achievable, realistic and time-bound) goals.

______ Leadership/Management Goal: ____________________________
- Biggest Obstacle to getting it done: ____________________________
- First Two Action Steps: ________________________________________

______ Staffing Goal: ____________________________
- Biggest Obstacle to getting it done: ____________________________
- First Two Action Steps: ________________________________________

______ Internal systems Goal: ____________________________
- Biggest Obstacle to getting it done: ____________________________
- First Two Action Steps: ________________________________________

______ Financial Goal: ____________________________
- Biggest Obstacle to getting it done: ____________________________
- First Two Action Steps: ________________________________________

______ New Business Goal: ____________________________
- Biggest Obstacle to getting it done: ____________________________
- First Two Action Steps: ________________________________________

______ Agency Marketing Goal: ____________________________
- Biggest Obstacle to getting it done: ____________________________
- First Two Action Steps: ________________________________________

You can’t tackle all six at once, so once you have identified all six goals, rank them by priority and get started on #1.