

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.