

# 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.

