

THE BETTER, BASIC BUSINESS PLAN.
Step Four: Setting Objectives - Example

<i>Rolling Ten-Year Plan</i>		
<i>Future Based On Current Situation</i>	<i>Future Based On Best Possible Situation</i>	<i>Differences</i>
<i>Eg. Working long hours, looking to sell the business to fund my retirement at age 65, always competing for new business.</i>	<i>Eg. Working only one day a week in the business, bringing my children in as partners, working beyond retirement age to stay alert, forging a market reputation as a leader so that clients find me.</i>	<ul style="list-style-type: none"> • <i>Working hours.</i> • <i>Bringing my children in vs. selling.</i> • <i>Remaining in work beyond retirement.</i> • <i>Building a market reputation rather than competing for customers.</i>
<i>Outline Of The Plan For Change To Achieve Best Possible Outcome</i>		
<ul style="list-style-type: none"> • <i>Hire additional staff that will short-term reduce profitability but will long-term free up time for me to work on the business more.</i> • <i>Looking for ways to grow so that my son can take over control of an area rather than be an employee.</i> • <i>Seek feedback from my suppliers, employees and customers about the things they like and don't like about my business.</i> • <i>Develop my interest in model boat racing.</i> 		

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