



Your

'ONE PAGE PLAN'

*AND HOW YOU CAN USE
IT IN YOUR BUSINESS*

Queen of Profit

Many business owners often find themselves over complicating the strategic principles in their company, causing real issues and stunting their growth.

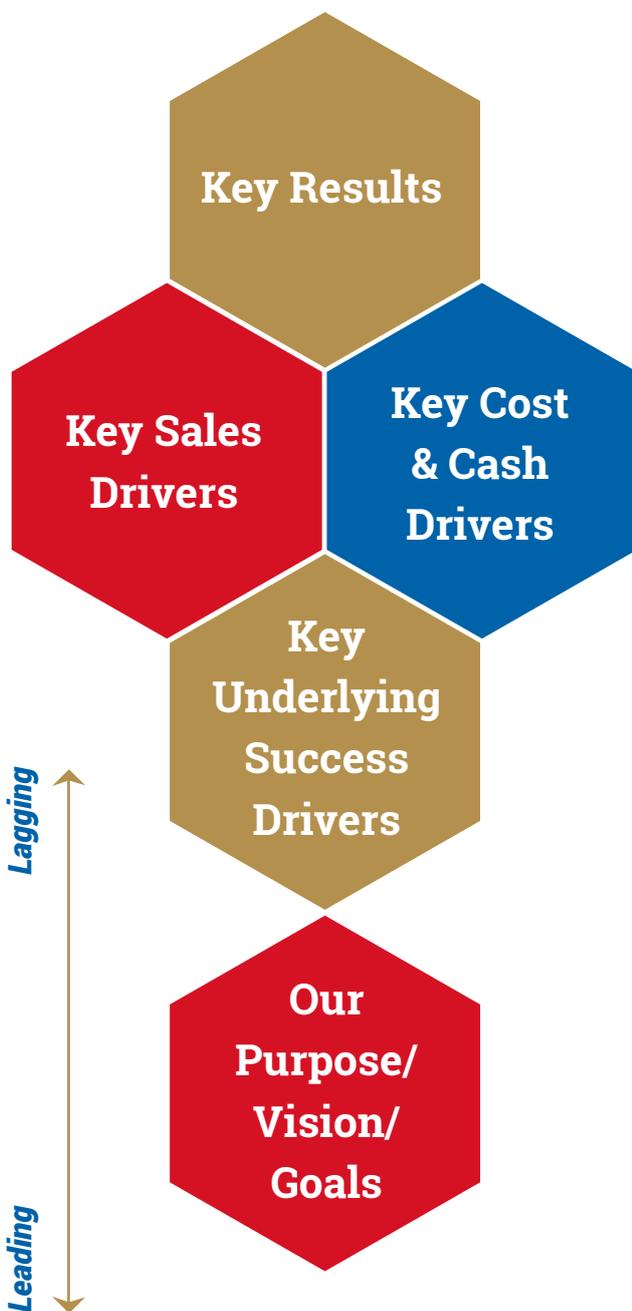
Here at Murray Associates, we've worked with hundreds of businesses, introducing new methods to revamp their fundamentals by creating realistic goals which can be achieved. In doing this, they flourished and multiplied their profits almost instantly!

Instead of over complicating the ins and outs of your business, we created a monthly **One Page Plan** - simple in name and simple by nature! This fantastic page will help you really get to grips with the demon digits, frantic figures and set achievable aims. It's time to remove the mist and question marks around your business and introduce some clarity.

So print off your OPP and follow these simple steps to successfully fill it out...

The bottom part of your OPP is the information that will tell you how well your business will do in the future. As you get towards the top part of the plan; it starts to focus on the history of your business statistically. It's still useful information because you can spot trends and measure how close you are to what you want to achieve.

It is split into **five sections:**



Starting from top to bottom:

Key Results

The basic figures of your business, which will give any one a quick sneak peak at the 'key' ins and outs of the company's **profit income, cash income and value of the business.**

Key Sales Drivers

This section is all about pin pointing your areas of sales and setting targets each month to drive you to achieve these goals. For example you can use; **Number of referrals/received, Number of other sales enquiries generated, Conversion rate from enquiry to customer (%), Proportion of customers who have bought 3 times in last 12 months (%), Average spend per customer p/a (£), Market share (%).** Think about the sales processes which drive your business and implement them here, splitting them up by Actual Figure/ Percentage and Target Figure/ Percentage.

Key Cost & Cash Drivers

This is all about the upcoming months outgoings in your business, besides the obvious (wages etc.). Businesses have to change, so there is always something to alter each month, use this to make target costs, stick to them and you'll continue to minimise your outgoings and maximise your profits.

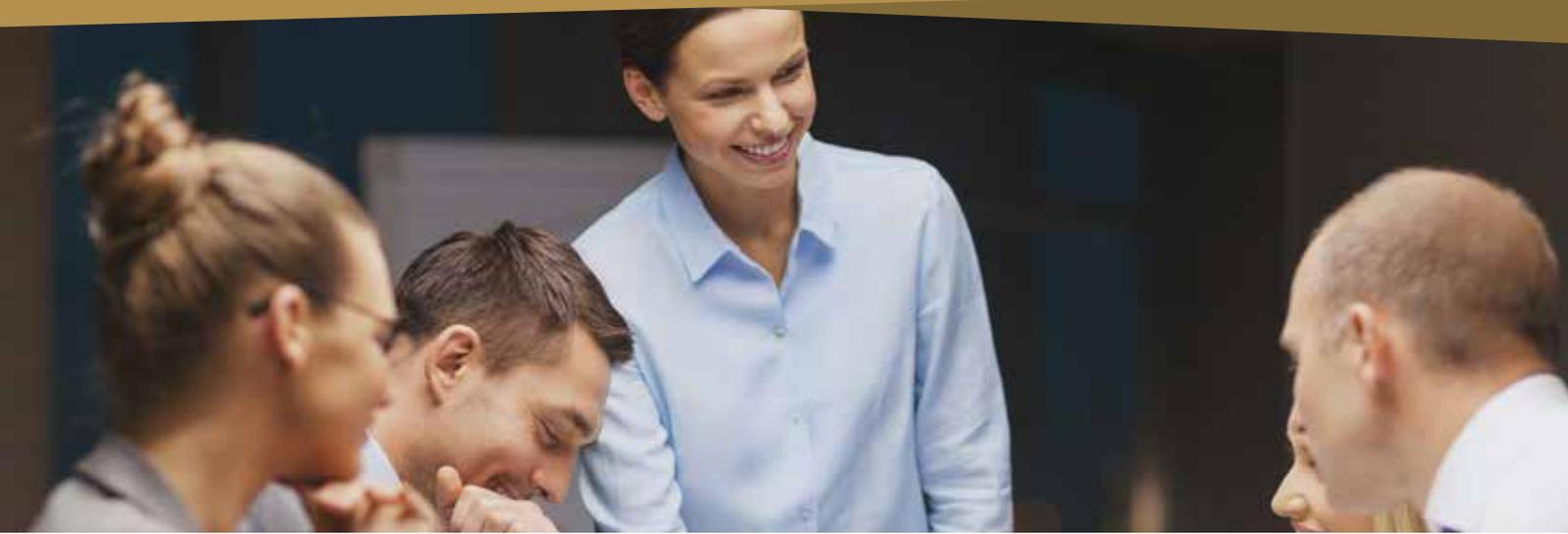
Key Underlying Success Drivers

Now we get to the positive targets, where your company finds an area and gets those ticks to success. Using Actual Figure/Percentage and Target Figure/Percentage again, you can use areas such as: **Customer delight** (Average customer satisfaction polls), **Team Happiness** (weekly happiness scores), **Investment in our people** (time spent on your staff/training), **Innovation** (new ideas generated, time spent on R&D for new products). This is where you highlight areas and strive for the next level to take your business to the top and generate more income.

Our Purpose/Visions/Goals

Each month you need to set a positive goal for either the next month or year. Be bold and aim for the stars, or prepare to fail.





The One Page Plan works from **'Lagging'** to **'Leading'**, you start off with the basic areas which may need improvement and finish on strong highs and positives going into the next month. The key is to always strive for the next height, don't stop and your business can reach dizzy heights you didn't believe was possible.

Take one of my clients who runs a scaffolding business for example – we'll call them 'Simon's Scaffolding Ltd' for now, they used our OPP and BoardView and within months their profits soared. In the space of three years their turnover grew from 250k to 750k, their profits increased from 30k to 200k and their 12 hour days decreased to just 4. He's called his OPP an **"Instruction book for the next month"**.

If you require more information and first-class advice, here at Murray Associates we'd love to hear from you. We regularly run one day business growth events that are dedicated to helping you build your One Page Plan and drilling down to the quickest and most effective ways to simplify your business and increase your profits.

These will include:

- ✓ One Page Plan preparation**
- ✓ Action plans for focused growth**
- ✓ Progress Checks**
- ✓ Diagnostic reviews**
- ✓ Success Driver reviews**
- ✓ Results reviews**
- ✓ And lots more**

We can also let you know about our 20k and 50k guarantee bi-monthly Mentoring Groups where we work with a small number of forward thinking business owners and guarantee to increase their profits by at least 20k and 50k respectively.

Just pick up the phone and give us a call for more information on

01418894247

Queen of Profit

Company Name - Date

The latest update to our OnePage™ business plan for the year ended XYZ

Key Results

Actual

Target

Comments

Key Sales Drivers

Actual Target

Key Actions

**Key Costs &
Cash Drivers**

Key Actions

Key Underlying Success Drivers

Actual Target

Key Actions

Our Mission / Vision / Goals