

SMALL
BUSINESS
STRATEGY
GUIDE

LIMITLESS ASPIRATIONS





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01



YOUR HISTORY

KNOW YOUR HISTORY

"Review & reflect" are the two key elements to begin your strategy journey.

It is very common for businesses to 'do what they have always done' without considering *if* is the BEST pathway forward or true understanding of the past.

Start with a **REVIEW** of the product range, sales and profitability of the business. Trends over the past 3 - 5 years will paint a picture that clearly shows what has been REALLY happening in the business.

REFLECT on this data. It can be confronting because the products & services that are doing well (or not so well) may surprise you. Accepting this information will enable you to make better evidence based decisions.

Acknowledging your history, your progress and your success is a vital element of your journey. Take a moment, write about it, share it with your team.

Foundations of your history cement you for the next stage.

C H A P T E R

02

Current state reality...

This is a valuable assessment phase. Every aspect of your business, products, services, staff, processes, training and premises should be considered.

In context, you should be thinking about resource utility. Questions to consider include; What do we have? What can we do? What do we need? Where's the waste?

Documenting these answers will guide the current state & facilitate the next stage of planning the VISION.

C H A P T E R

03

VISION PLANNING

The VISION! The Limitless Aspirations.

The next stage is looking ahead – onwards and upwards. Where do we want to go?

The strong foundations have been established and there is a better understanding of the business' STRENGTHS & OPPORTUNITIES. (You can request our SWOT template too)



How are we going to get there? This is the key to Vision Planning – the implementation and ACTION.

At Limitless Aspirations, we recommend the BALANCED SCORE CARD framework for strategic/business planning. Four elements: Customers; Financial; Internal Processes & Learning & Development.

Each element consists of objectives – goals that will get you successfully achieving your VISION.

Developing a strategic plan doesn't have to be complex. Knowing your business better, simplified framework and categorised goals improve your ability to communicate with the Team & achieve success.



START NOW

Let us help you achieve success
& your limitless aspirations.

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OBLIGATION FREE
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