

# Strategy: One-Page Strategic Plan (OPSP)

Organization Name: Testco

## People (Reputation Drivers)

### Employees

1. Appreciation every 7 days KPI = 100% a
2. Employee Net Promoter Score KPI = 60+
3. Voluntary A-Player Retention - KPI = 95%

### Customers

1. Delivery - KPI = Daily report 10 minutes
2. Client 'contact'- KPI = 3 Contacts per Client
3. NPS - KPI = Net Promoter Score at 8.5

### Shareholders

1. Cash increase daily - KPI = % of increase
2. Revenue Increase - KPI = 20%
3. Gross Margin - KPI = 55%

COREVALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																													
We live to hear the word "speed" We never say no! We always give options We cultivate trust with clients	EASY! - We make using data easy so that it helps rather than hurts people!	<table border="1"> <tr> <td>Future Date</td> <td>31 Dec 2018</td> </tr> <tr> <td>Revenues</td> <td>\$14,250,000</td> </tr> <tr> <td>Profit</td> <td>\$2,850,000</td> </tr> <tr> <td>Mkt Cap/Cash</td> <td>\$1,425,000</td> </tr> </table> <p><b>Sandbox</b> \$500M+ Corporations - US, Canada, Europe</p>	Future Date	31 Dec 2018	Revenues	\$14,250,000	Profit	\$2,850,000	Mkt Cap/Cash	\$1,425,000	<table border="1"> <tr> <td>YR Ending</td> <td>31 Dec 2015</td> </tr> <tr> <td>Revenues</td> <td>\$6,875,000</td> </tr> <tr> <td>Profit</td> <td>\$1,375,000</td> </tr> <tr> <td>MKT Cap</td> <td></td> </tr> <tr> <td>Gross Margin</td> <td>\$3,781,250</td> </tr> <tr> <td>Cash</td> <td>\$687,500</td> </tr> <tr> <td>A/R Days</td> <td>32</td> </tr> <tr> <td>Inv. Days</td> <td>15</td> </tr> <tr> <td>Rev./Emp.</td> <td>\$225,000</td> </tr> </table>	YR Ending	31 Dec 2015	Revenues	\$6,875,000	Profit	\$1,375,000	MKT Cap		Gross Margin	\$3,781,250	Cash	\$687,500	A/R Days	32	Inv. Days	15	Rev./Emp.	\$225,000			
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<p><b>Profit per X</b></p> Profit Per Installation 2014- \$125,000 2015- \$155,000 2016 - \$200,000	<p><b>Brand Promise KPI's</b></p> 10 days or less - installation NPS scoring 60+ 7 business days to measurable results	<p><b>Critical #: People or B/S</b></p> <ul style="list-style-type: none"> <li>6 PhD Hires</li> <li>5 PhD Hires</li> <li>Between green &amp; red</li> <li>3 PhD Hires</li> </ul>																														
<p><b>BHAG®</b></p> 'GLOBAL #1' ~ The #1 Global Data Analytics Solution. 1,000 installations within the Fortune 2,500 - globally!	<p><b>Brand Promises</b></p> Speed of installation Easy to do business with Results in a week	<p><b>Critical #: Process or P/L</b></p> <ul style="list-style-type: none"> <li>60% Gross Margin</li> <li>55% Gross Margin</li> <li>Between green &amp; red</li> <li>50% Gross Margin</li> </ul>																														

### Strengths/Core Competencies

1. Deep analytic capabilities
2. Culture inductive to PhDs
3. Live for Speed

### Weaknesses:

1. Arrogance -- we're good and we know it
2. Sales Capabilities -- lacking, so better be the best
- 3.

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**Process** (Productivity Drivers)

**Make/Buy**

1. Pipeline Full - KPI = 60 qualified leads
2. Active Proposals - KPI = 14 active
3. Close Ratio - KPI = 75%+

**Sell**

1. Time on Project - KPI = 90% of Budget met
2. Help Tickets - KPI = 95% SLA's met
3. Utilization Rate - KPI = 85%

**Recordkeeping**

1. Invoice within 24 hours
2. Cash Conversion Cycle minus 18 days
3. Timely reports -- daily, weekly

ACTIONS (QTR) (How)		THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																												
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**Trends**

1. Artificial intelligence and how it will evolve
2. The speed at which technology is evolving
3. Generational views on the use of our solutions
4. Communication mediums shifting -- social
5. Information flows (speed and type) changes
6. The value being placed of data as a tool

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