How to Use the Business Performance Plan

# Use this guide to learn more about the business performance plan and how to utilize it with customers.

The Business Performance Plan is a coaching tool that allows customers to self-identify strengths and gaps related to the three core sections of *Initiate* - [Money](https://www.initiateprosperity.org/money), [Marketing](https://www.initiateprosperity.org/marketing), and [Management](https://www.initiateprosperity.org/management).

Step 1: Customer completes Business Performance Plan

Utilizing a 1-4 scale, customers will share their level of both understanding and ability to apply key principles and planning concepts within their business. Here is the key –

|  |  |  |  |
| --- | --- | --- | --- |
| **1** | **2** | **3** | **4** |
| This is something I need to learn. | I understand this but have not yet applied. | I understand and apply, but could improve. | I understand this and apply it effectively. |

The end goal is to create a customized coaching plan to help customers expand their knowledge and application of these concepts.

Step 2: Review Business Performance Plan responses with customer

Once customers have completed the Business Performance Plan, you will be able to talk through their responses and gather additional information. For example, it is helpful to note key professional service providers, software applications, systems, and processes that your customer currently has in place or is planning to implement.

Step 3: Create Action Plan

The final step will be to determine your customer’s short- and long-term goals.

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| --- | --- | --- | --- | --- |
| Date | May 1, 20XX | Contact   Jordan Henderson | Business   Good Earth Restaurant | Years in Business  3 |
| 1 Year Goal(s) | -Review and use financial statements to make business decisions -Hire new employees -Create and execute a marketing plan that supports revenue projections/business goals | | | |
| 3-5 Year Goal(s) | -Identify potential risks and have strategies in place to address them -Create an effective online presence -Determine how to protect my customer’s data | | | |

Within the short-term goals, select action items and corresponding *Initiate* resources to help them get started.

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| --- | --- |
| Goals & Initiate Resources | Planned Completion Date |
| Understanding and implementing good bookkeeping practices  *Resources:*   * [Accounting Definitions](https://yourorganization.initiateprosperity.org/money/accounting-basics/accounting-definitions) * [Bookkeeping Reporting Basics](https://yourorganization.initiateprosperity.org/money/accounting-basics/bookkeeping-reporting-basics) * [Good Bookkeeping Habits](https://yourorganization.initiateprosperity.org/money/accounting-basics/good-bookkeeping-habits) * [Chart of Accounts: Organizing Your Books](https://yourorganization.initiateprosperity.org/money/accounting-basics/chart-of-accounts-organizing-your-books)   *Comments:* | May 31 |
| Defining and reaching target market  *Resources*:   * [Finding Customers](https://www.initiateprosperity.org/marketing/marketing-basics/finding-customers) * [How to Create Target Personas](https://yourorganization.initiateprosperity.org/marketing/branding/how-to-create-target-personas) * [Marketing Situational Analysis](https://yourorganization.initiateprosperity.org/marketing/marketing-basics/marketing-situational-analysis)   *Comments:* | June 30 |
| Calculating break-even and profit needed to reach goals: *Resources*:   * [Break-Even & Target Profit Calculator](https://www.initiateprosperity.org/money/profitability/break-even-target-profit) * [Break-Even & Target Profit Template](https://www.initiateprosperity.org/money/profitability/break-even-target-point) * [Sales Planner for Manufacturers & Retailers](https://yourorganization.initiateprosperity.org/money/profitability/sales-planner-for-manufacturers) * [Sales Planner Calculator for Service Businesses](https://yourorganization.initiateprosperity.org/money/profitability/sales-planner-for-service-businesses)   *Comments:* | June 30 |
| Improving my social media marketing efforts  *Resources*:   * [Choosing a Social Media Platform](https://initiateprosperity.org/marketing/social-media/choosing-a-social-media-platform) * [Establish Your Online Presence with Local Listings](https://initiateprosperity.org/marketing/social-media/establish-your-online-presence-with-local-listings) * [Managing my Business Presence on Facebook](https://313strong.initiateprosperity.org/marketing/social-media/managing-my-business-presence-on-facebook) * [Google My Business](https://313strong.initiateprosperity.org/marketing/social-media/google-my-business-101) * [Managing Your Online Reputation](https://313strong.initiateprosperity.org/marketing/social-media/managing-your-online-reputation)   *Comments:* | July 31 |