

TURBOCHARGE YOUR SUCCESS!
CREATE A POWERFUL BUSINESS PLAN IN 5 (+1) STEPS
by Lynnea Hagen, MS, Success Strategist & Leadership Coach



Let's take an imaginary trip. Let's imagine that you want to take a driving trip across the country. In fact, let's say that you want to drive from New York to San Francisco. There are more than a couple of different ways to head out on this trip. But, you have limited time and resources, AND you want this trip to be productive, enjoyable, and NOT stressful.

Which of the two following approaches would you use:

(A.) say, "I'm going to San Francisco", jump into your vehicle, start the engine, and leave with no planning? OR, would you:

(B.) create a clear mental picture of how you'd spend your time (and money) in San Francisco?

Would you know the reason for your trip? Would you make a list of things you'd like to do there? In other words, how would you prepare for the trip? Would you map out how to get there? Would you know who would be traveling with you, and what their responsibilities for the trip might be? Would you figure out how much money you would need to get there (not to mention, get back home)? How much time will you allow for the trip? How many stops will you need to make? And, finally, how will you keep from running out of fuel (emotionally, physically, and financially) before the trip is completed?

Using the above analogy, let's say that the destination is the success of your business. How well can you define the following: your ultimate destination (your vision), why your business exists (your mission), how you measure your progress (your objectives), what ongoing steps you will need to perform (your strategies), and what projects need to be implemented (your action plans)?

In the examples above, most small business owners try to run their business using the (A.) approach. They have "sort of" named a destination ("I want to have a business doing_____"), and set out with no real planning. With this approach, how much time and other resources are wasted on taking wrong turns, not having clarity about where they're going, why, with whom, and what exactly needs to be done to reach their destination? This is what I call the "Fire!, Ready, Aim" approach. What a backwards, time-wasting way to go!

If you're really serious about having a successful business, my challenge to you is to create a powerful, energizing, inspiring, step-by-step plan that clearly maps out everything needed to reach a destination called "Success". Using the elements of "The One Page Business Plan™ System" are listed the components below, along with a brief description of each.

But before we get started with the 5 steps for the Business Plan, I like to start with the bonus step first, what I call the “+1 step”--your personal definition of “Success”. You see, your professional success is really only the vehicle to get you to what you truly want in your life...for yourself, your family, your free time, and for the legacy you’d want (or need) to leave for the world. This is the “turbocharging step”, and it must be addressed before we step into your official Business Plan, or what I call “The Success-Driven Plan”.

So, let’s get started with the bonus step, shall we? Start by considering these things: What do you want? What does the word "success", the STATE of being in "success" mean to YOU? How will you know when you get there? Thoughtful answers to those questions are probably a lot closer than what you may think at first.

Start by answering these questions: What is the one area or condition in the state of the world that I'd like to impact? What would I like to do with and for my family? What kind of legacy would I like to leave? How would I like to spend my leisure time? Where? How often? With whom? How would I like to expand my giving back to the world? How would I like to expand/educate/grow myself?

Apply the idea “make the future happen inside of you” as often as you can. It is a great way to create a “bridge” to what you want.

Ask yourself several times a day, "Is what I'm doing at this moment leading me to what I most want?"

The thing is, *if you can decide what you want, you can also decide how to get it.* Most of us gloss over the “what I want” questions too quickly....so, please, take time to think deeply about these things.

Action item –"a week of wants":

Spend the next week mulling over where you want to be in 18 to 24 months. Write things down as they come to you, or do a "brain dump" or a "heart storm" (as opposed to a brain storm) session alone or with your "nearest and dearest". Write in a journal or carry index cards for the whole time.

Here are the rules: No edits allowed and no trying to answer the “how” questions. Just let it flow, and jot down your ideas. Within a week, you will have plenty of inspiration and ideas... not only a nice beginning to your new map, but the proper sequence of "Ready, aim fire!" will be put in place.

NOW, you’re ready to create a powerful One Page Business Plan™.
Let’s get started!

1. Vision-”What are you building?”

Describe with great clarity what your business will look like in 3 to 5 years. How much revenue will it generate, with how many employees, serving what geography, serving what type of client, and providing what service? You may even want to specify what technologies you will use, or what ideals you will incorporate into your company culture.

If you have a goal of giving 10% of your profits to a favorite cause, include that, too. In other words, dare to dream...and dare to dream specifically and boldly!

2. Mission--"Why does your business exist?"

When working with a clients to create business plans, this is very often the area on which we spend the most time...and for good reason. A well defined mission should not only inspire you and your employees, but customers as well. To do so, it should encapsulate the reason why, on a deeper level, you have chosen to be in this business, and what sets your business apart. It's timeless. (Examples: The History Channel: "Where history comes alive"; Nature Conservancy: "Saving the last great places"; Lenscrafters: "Helping people see better, one hour at a time") A mission can compel and impel you (and others) to action. And, when the going gets rough, or you're feeling discouraged, it acts as the inspiration and energizer to keep you going.

3. Objectives—"What are the specific measures? How will we know if we're successful?"

Objectives must be graphable. They define your goals...what you need less of, or more of, to be successful. Maybe you want more revenue, profits, clients, or store locations. Great! How much more? Now, what do you want less of? Inventory, printing costs, automotive costs? Terrific! How much less?

Stated another way, what numbers do you need in order to assess the health, the pulse of your business? What vital statistics/success measurements would be on a single page that can be faxed to you while you're lying on a beach in Tahiti?

4. Strategies-- "What are the right things we have to do over time?"

How will you grow and manage this business? What are the RIGHT things to do over time to reach your vision and objectives? Strategies provide a framework for what you will and will NOT do. They establish best practices, set the direction on such areas as marketing, product pricing, Internet presence, strategic alliances, target markets, employee retention, and positioning. Examples include: Doing a product roll-out at a major trade show, forming a strategic alliance with a "power partner", setting up a testimonial or referral program.

5. Action Plans--"What is the work to be done?"

What projects do you need to work on this year? Who is responsible for each of these projects, and when will the projects be completed (what date)? For example, action plans may include: by the end of April, schedule and announce 3 dates for my workshops; write and submit 2 articles by the end of May; put 12 speaking engagements on my calendar by April 30th, complete new CD products by June 30th. Each of these is a project, which will support my objectives and strategies.

So, there you have it...6 steps to turbocharging your success. Are these steps simple? Yes. Are they simplistic? Absolutely not! Writing plans is difficult. Quality thinking and writing take time. But don't worry about getting it "right", just get it in writing. It can be edited later; undoubtedly in 3 months it will be significantly different, and probably much better.

We all have the ability (and the RIGHT!) to design our future, our lives, our success for as long as we can breathe and dream. By putting planning into the mix, you'll have the map and compass to reach your destinations and achieve your dreams far more quickly and better than you could have imagined. So, dream, plan, and move into your greatness!
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Lynnea Hagen, MS, is owner of The Abundance Company. She is a certified facilitator for groups & boards of directors, as well as a licensed facilitator for The One Page Business Plan™. She is a Higher Ground Leadership facilitator, and a certified Dream Coach. Her corporate background includes Disney, Quaker State Oil, Pacific Bell, and

SBC, as well as directorship positions with two Bay Area corporate recruiting firms. She has 25+ years experience working with businesses of all sizes, as well as government entities. She holds degrees in Psychology, Sociology, Information Systems, and Organizational Development. Lynnea was the creator and host of Abundance Leadership, a radio program that reached listeners all over the world.

Providing coaching-based business strategy and consulting services, Lynnea works with motivated entrepreneurs and business leaders who want to create outstanding businesses and grow themselves. Using various tools, she supports and inspires her clients to be more productive, make more effective use of their time, and make more money.

Her services include: assessments, individual and group coaching, business plans, networking training, whole-business design and coaching programs, seminars, workshops, and retreats...and she loves to do guest-speaking!

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Bonus Article!

### **How To Attract Absolute Greatness and Abundance**

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#### **“BE GREAT!”**

Make this your theme for the year! Make it your intention to be great at what you do and who you are. So, consider this: What would greatness in yourself, and your business, look like? What do you have to create and eliminate on this on-going journey to be all you can be?

One thing we need to create is abundance thinking. Two years ago, I got an email from a busy attorney that said simply, "Lynnea, help! I need abundance! Contact me." What I found interesting about this is, although he's very busy, but he felt a lack abundance in his life! We can manifest abundance in our lives...but, how? Well, it's simple, because

it's all within us or around us. But, it's difficult, because it means doing some work on ourselves. Below are 10 ways to begin creating abundance in your life.

### Creating Abundance

1. Be grateful for what you have...all of it. Can you see? Can you read? Can you hear? Are there people who love you? Do your legs work? Do you have someplace to sleep tonight? There are myriad things for which we can be grateful...and we need to BE grateful before we can be entrusted with more.

2. Acknowledge abundance; be open to it as it occurs every day in little ways. Did someone give you free tickets to something, or treat you to lunch? That's abundance. Did you receive an "atta-boy" or a compliment? Did you find a penny on the ground? That's abundance. Look for it, be attuned to it in your life. It will help you stay in the present, and not worry about what life will give you tomorrow.

3. Be happy for what others have. There's no shortage of success, love, money, possessions. Just because someone else has something doesn't mean there's less for you.

4. Be generous. Coming from a "scarcity mentality" only creates scarcity. Give others your praise, help others succeed by sharing your knowledge, your network, your caring, your time, talents, and treasures.

5. Cultivate positive thinking. Norman Vincent Peale said, "Change your thoughts and you change your world." Choose to assume the best. Accept that others are doing the very best they can, even when they aren't.

6. Get rid of what you don't need. Holding onto "stuff" we don't need feeds our "scarcity thinking". Open up space in your physical, mental, and emotional environments for good stuff to flow in.

7. Help others less fortunate. Personally reach out to those who have less than you do...those who can't see, read, hear, or walk, who have nowhere to sleep tonight. This helps put things in a bigger perspective, it expands your experience, it expands your world...it expands your gratitude.

8. Be gentle with yourself. Forgive yourself for what you don't have, for what you haven't done, and move on to the good stuff waiting for you. Abundance is fed by our truly feeling that we deserve it as much as the next guy does. Being stuck in regret and guilt wastes your energy and talents. Remember the lesson learned, and get over the rest.

9. Get your personal needs met. We each have individual, personal needs. These are not options. They are as necessary to us as water or air. They keep us emotionally and spiritually alive. If a need is not being met, a void exists within us, and we'll look for things to fill the void. We may end up grasping for many things, feeling that we live in a world of scarcity. There are many assessments to help define your unique set of personal needs (if you are interested in using one of these, contact me). Once you know what you need to be and feel your best, you can start creating ways to have these needs met. The voids will disappear.

10. Daily affirm that you are a worthy and deserving person, who brings unique value into this world, and that you are open to receive all the good things that life has to offer. Then focus on what you want (not on what you don't have—there is a difference!). We attract what we focus on.

There truly is an abundance of all we want and need. Be fully open to receive it!

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