

Business Success Planning Checklist

An annual business planning session is an opportunity to:

- **Review** your historical data and performance
- **Plan** your business's financial and operational objectives for the upcoming year
- **Budget** to identify the detailed path to meeting your objectives
- **Forecast** how you'll achieve your goals using historical data

To best prepare for your annual business planning session, please refer to the following checklist:

- Set a date and time for your planning session (2-5 days depending on size of company and agenda)
- Create a positive planning environment including an offsite location when possible
- Identify key players, leaders and stakeholders that should be invited
- Generate excitement around the event
- Compile company reference documents with historical data, financials and performance indicators, SWOT analysis, org charts
- Each department prepares their documentation to present and review
- Determine the method for sharing documentation (printed in binders, slide deck, etc.)
- Prepare an agenda and share with team prior to the meeting
- Delegate portions of the meeting to key players

Key items to include on the agenda:

- ❑ Review company mission, vision, and values
- ❑ Year in Review
 - ❑ State of the Company
 - ❑ Financial Performance (overall company and by department)
 - ❑ SWOT by dept (Strengths, Weaknesses, Opportunities and Threats)
- ❑ Create a sales budget for upcoming year
 - ❑ Company overall revenue
 - ❑ Department revenue - including growth by department
 - ❑ Plan for profit
- ❑ Identify areas for improvement
 - ❑ Identify opportunities across your business where you can unlock revenue, efficiencies and insights → [Unlock the Power Plan](#)
 - ❑ Top three goals for each department
 - ❑ Create an action plan to complete each goal
- ❑ Staffing
 - ❑ Review organizational chart, and restructure for growth
 - ❑ Plan for hiring and onboarding
- ❑ Training Plan
 - ❑ Create a budget
 - ❑ Internal and external training
- ❑ Marketing Plan
 - ❑ Review prior plan and performance
 - ❑ Create a budget
 - ❑ Determine overall strategy and focus
- ❑ Action Plan
 - ❑ Top three goals for each department
 - ❑ Quarterly Review
 - ❑ Align personal action steps with company and department goals