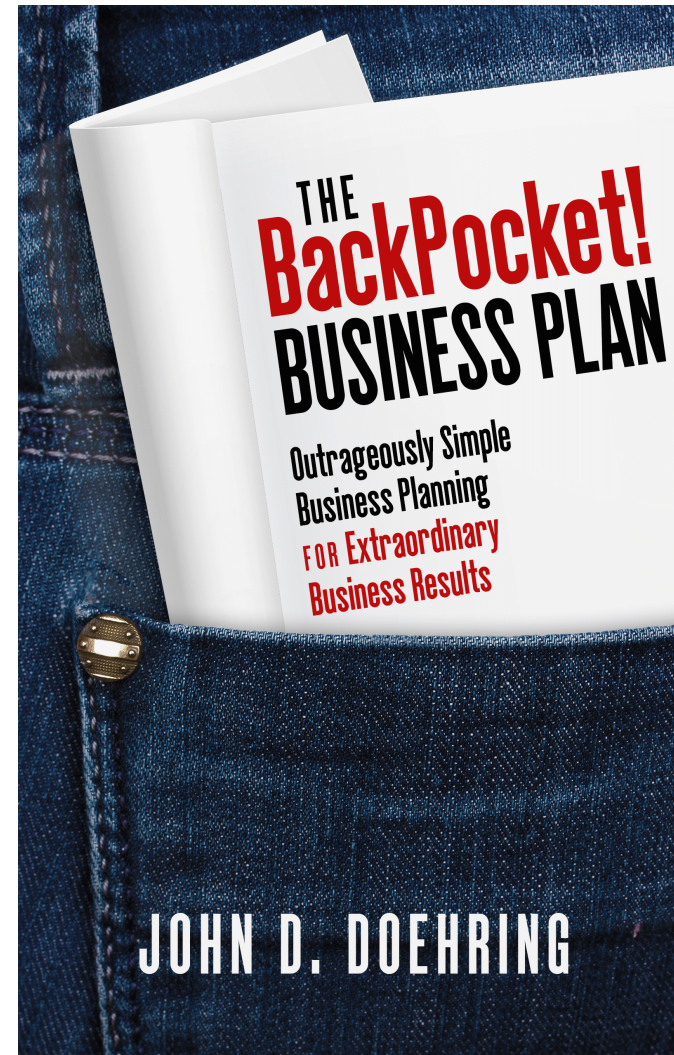


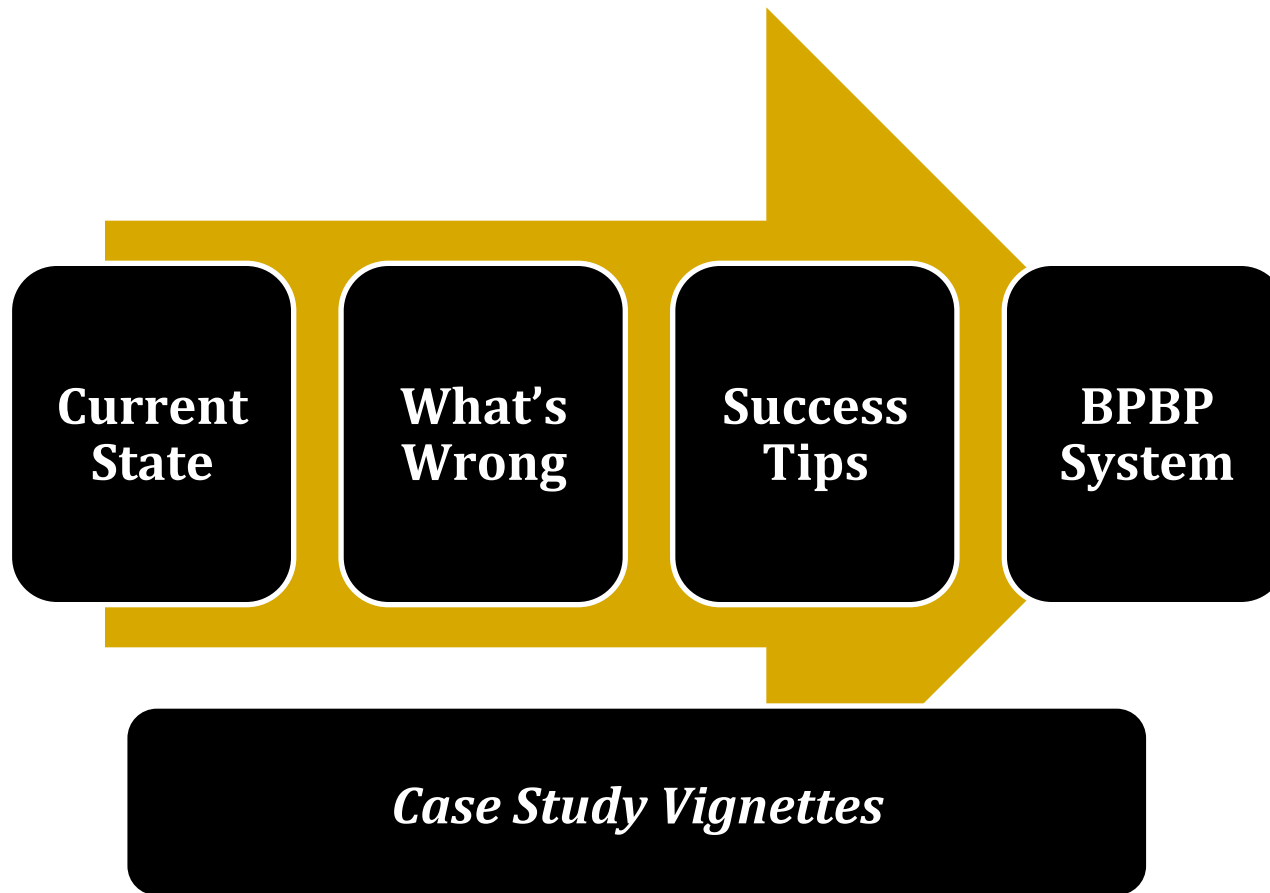
The BackPocket! Business Plan!

Outrageously Simple Business
Planning for Extraordinary
Business Results

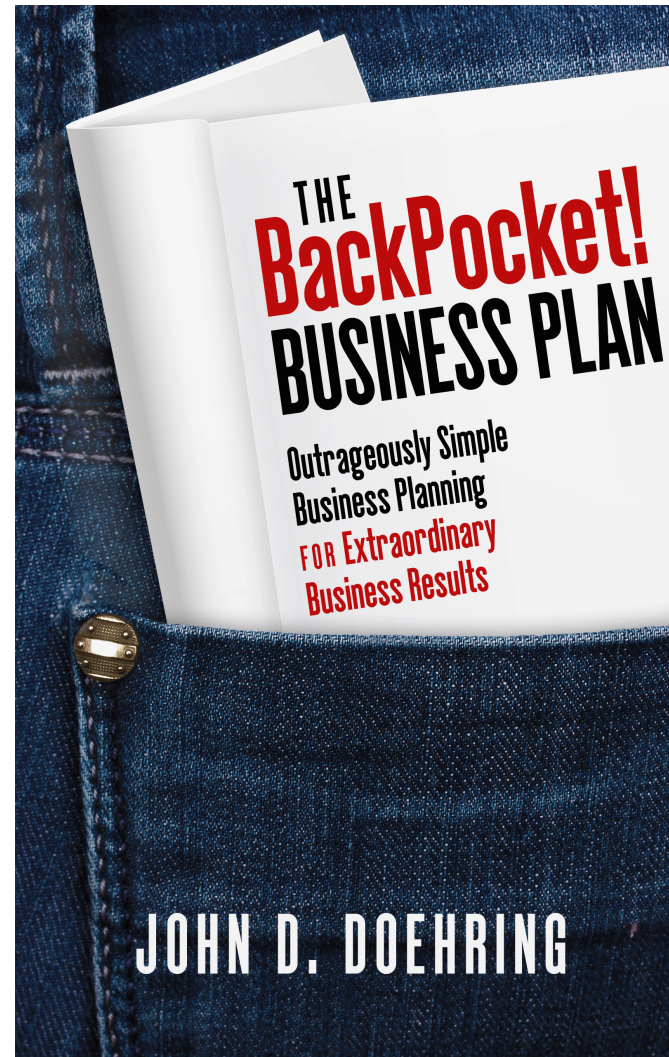
John Doehring



Presentation Agenda



The State of Business Planning Today



Focused, energizing, valuable exercise?

BUSINESS PLANNING

Mindless, lifeless, zombie-like routine?

CASE STUDIES

*American Water Engineering, Inc.
SRBR Resources, Inc.*

“Plans are nothing, planning is everything.”

Dwight Eisenhower

BUSINESS PLANNING

1/3: 1/3 Rule

- ü **1/3 Create a good, actionable plan.**
- ü **1/3 Execute these plans thoroughly.**

How many do both well?

10%



What Holds You Back?

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Common Challenges

- Ø ***Distraction***
- Ø ***Priorities***
- Ø ***Uncertainty***

Distraction

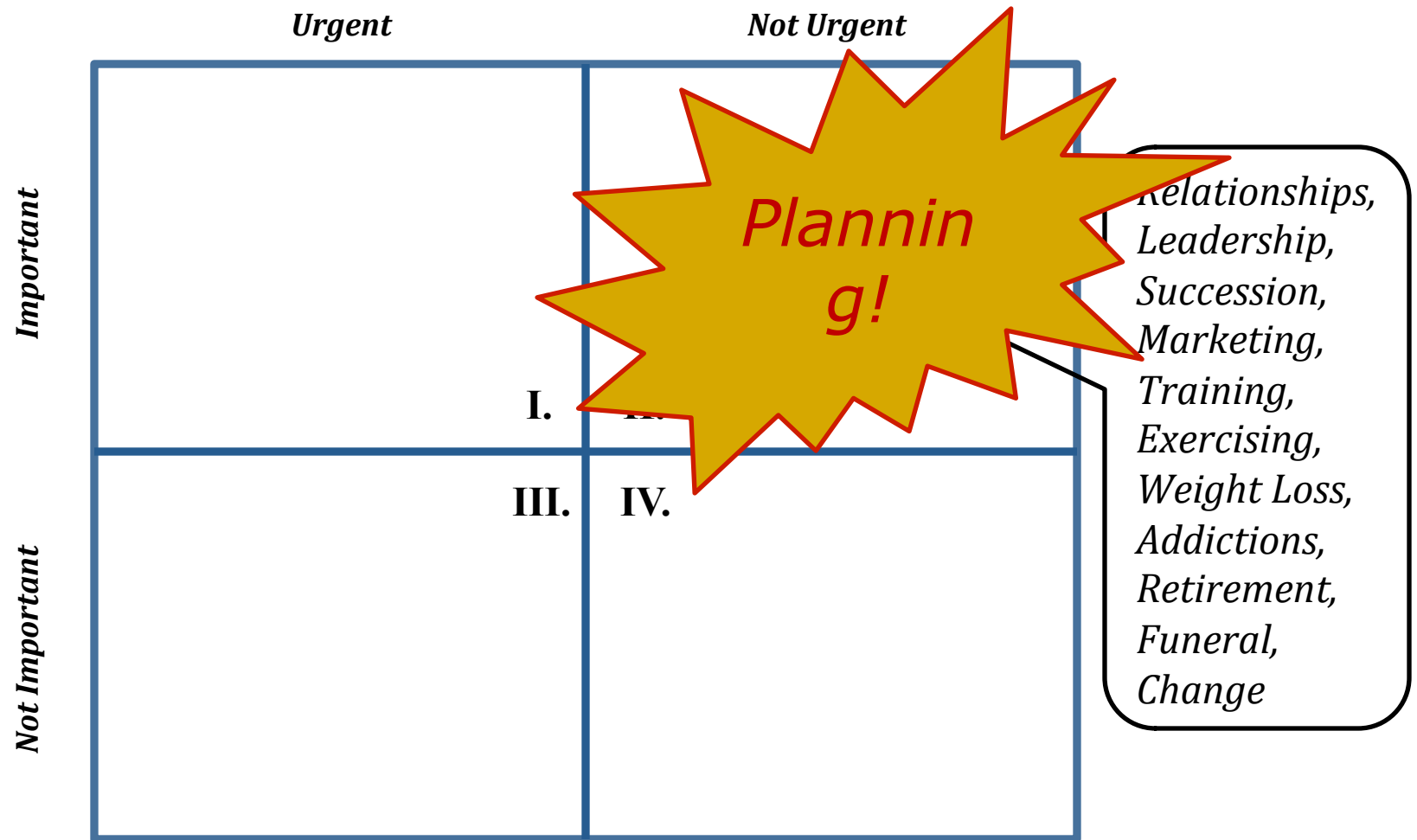


Too much noise – and everything else.

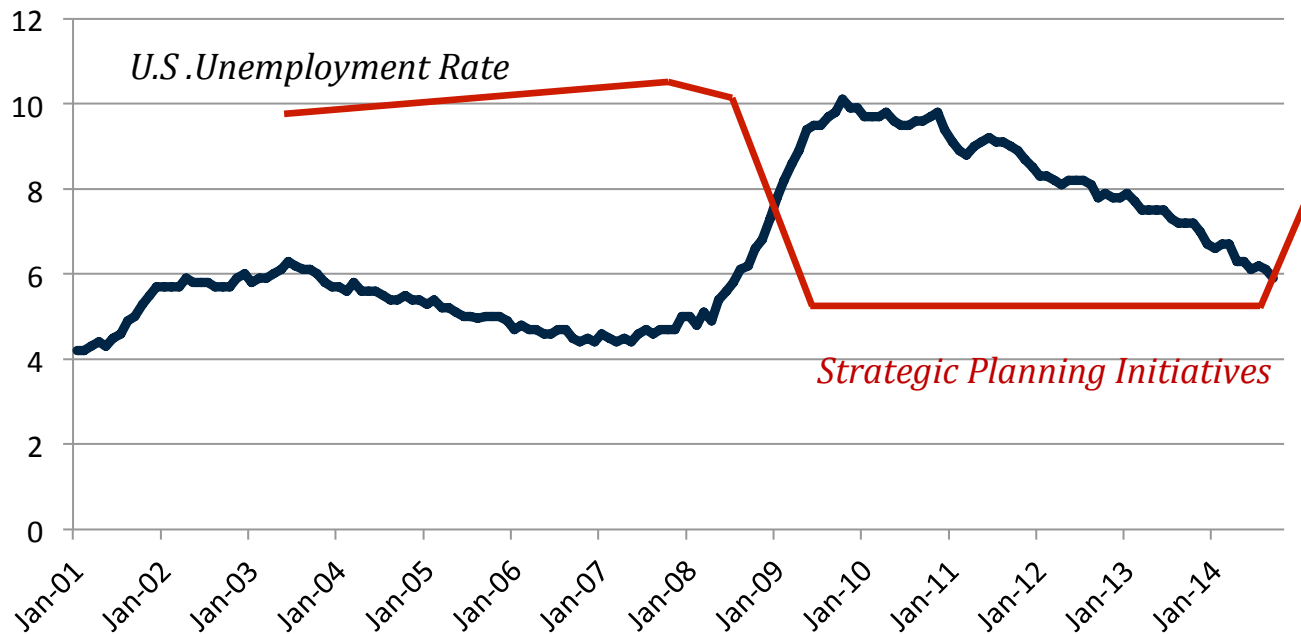
“Nothing is permanent but change.”

Heraclitus of Ephesus (535–475 BC)

Covey Matrix



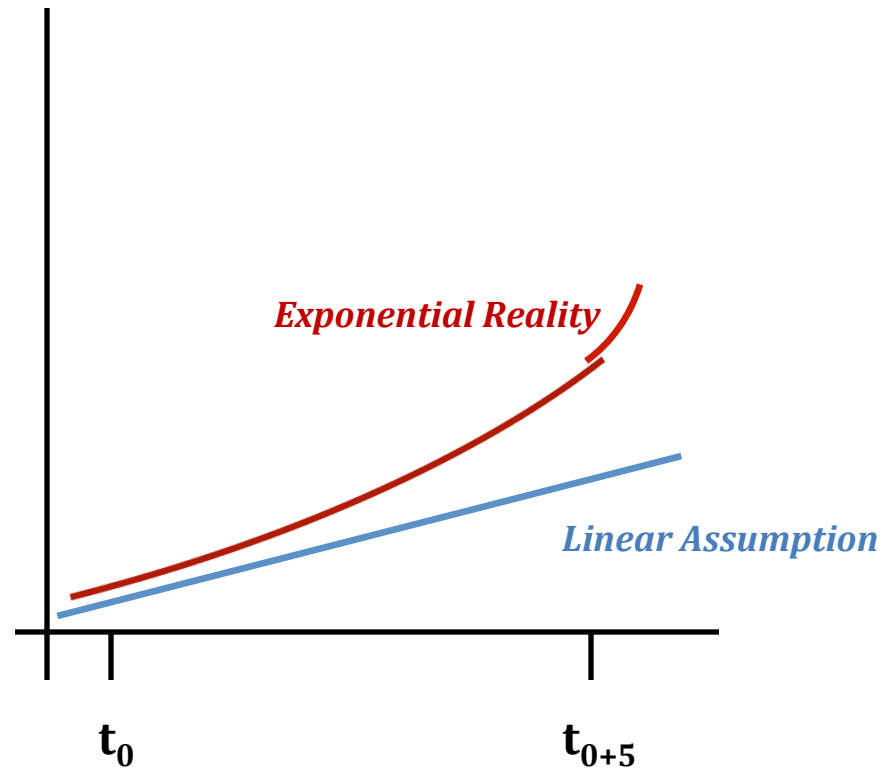
Priorities



Source: US Bureau of Labor Statistics- <http://www.bls.gov/news.release/empst.nr0.htm>;

Too much focus on the short term—
urgent, not always important.

Uncertainty



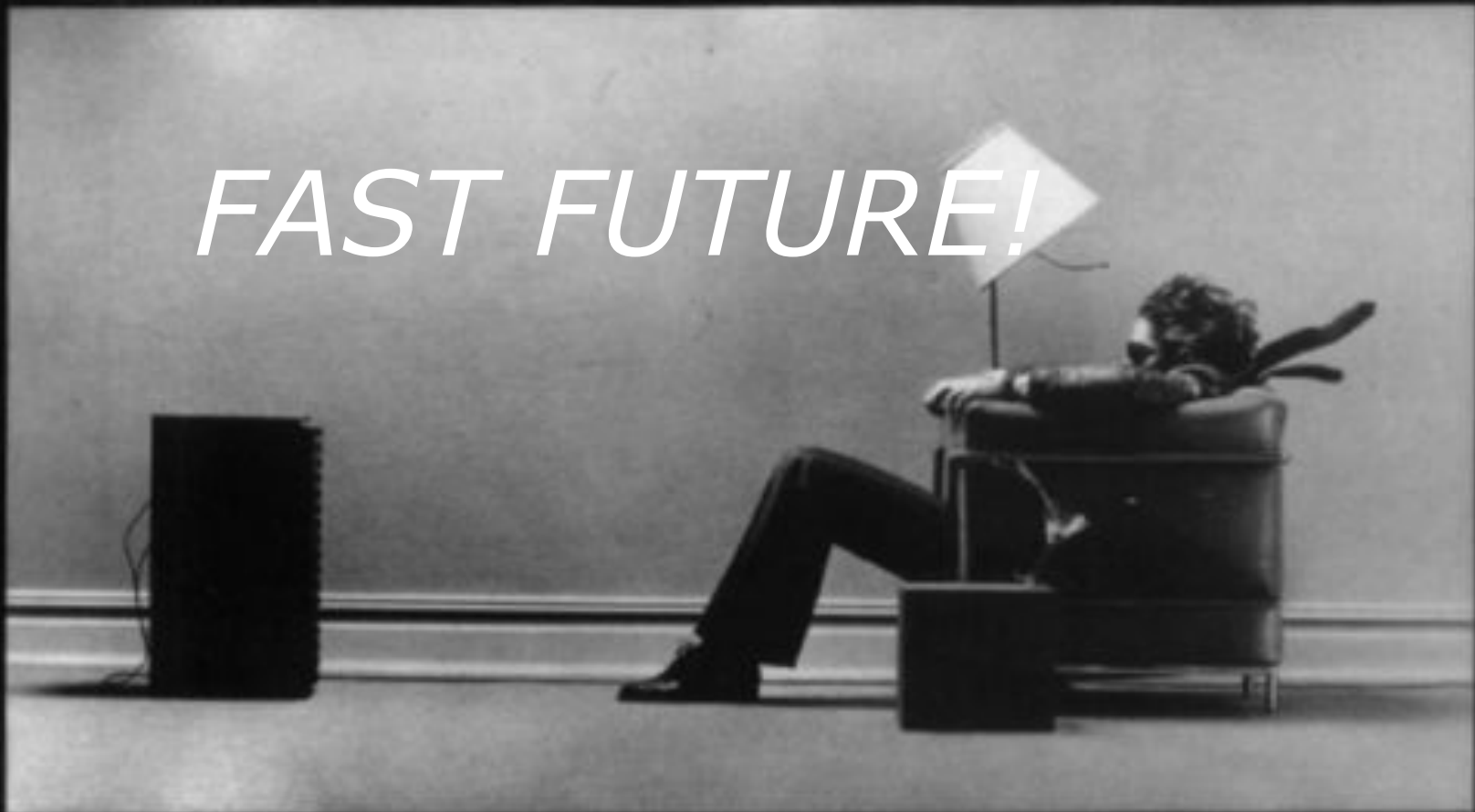
Seven years of change in the five year planning period.

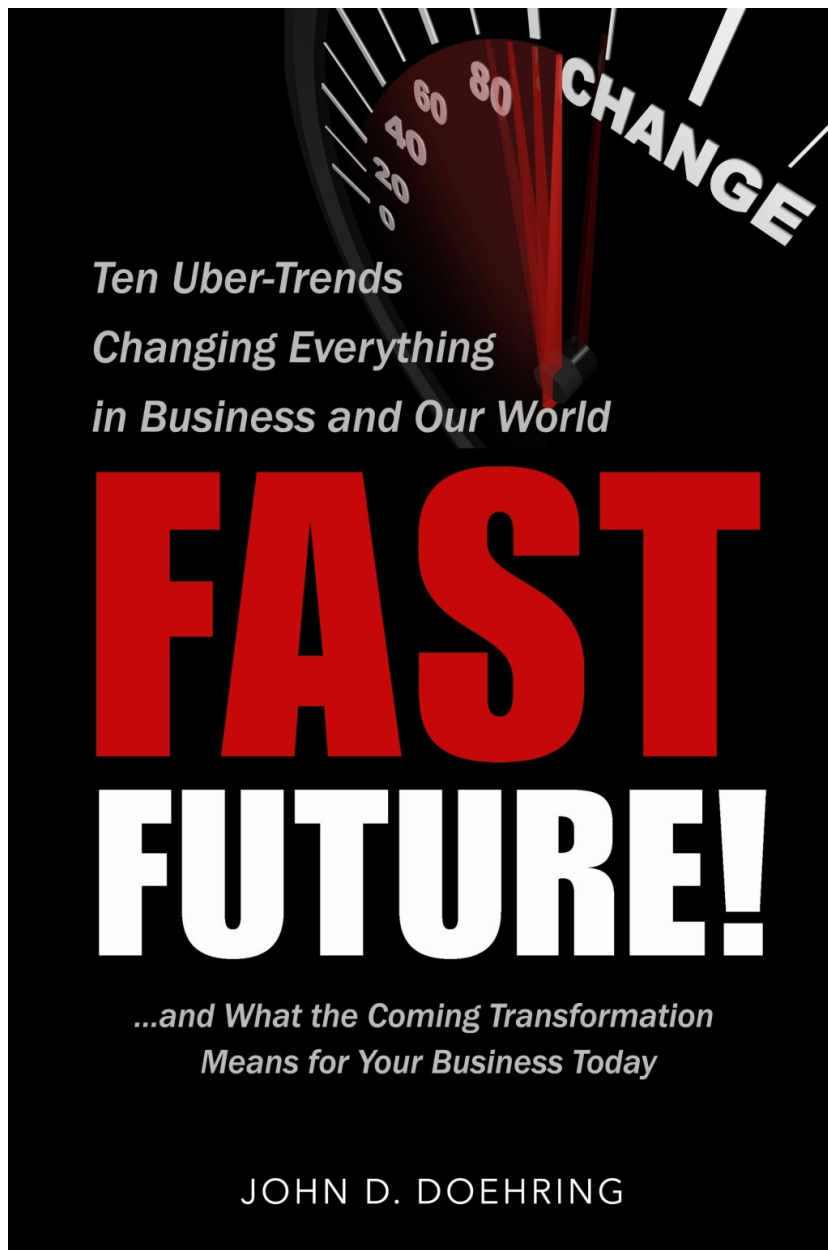


“The future ain’t what it used to be.”

Yogi Berra

FAST FUTURE!





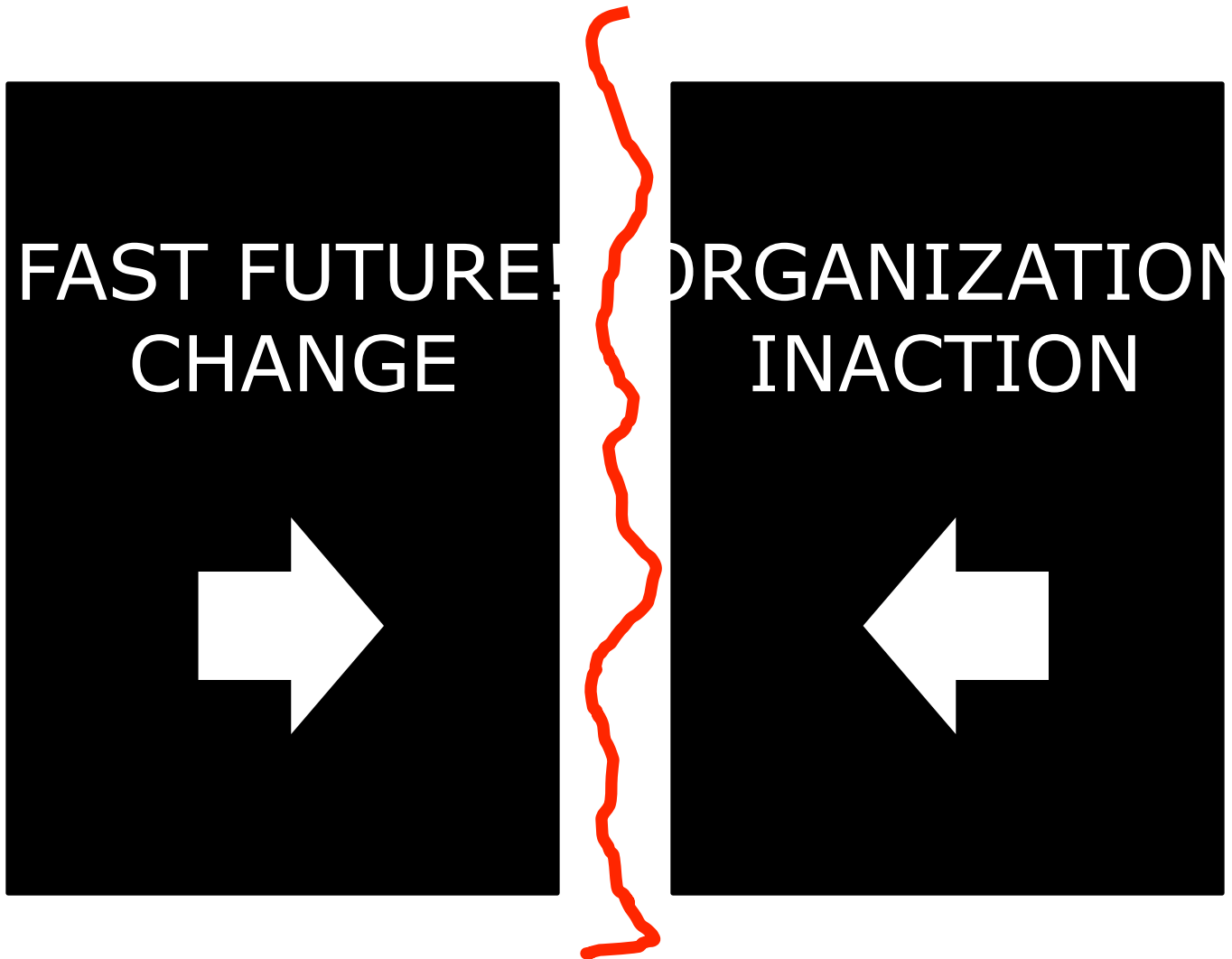
Advantage Media Group
January 2015

Two Observations

Few organizations are preparing adequately today.

The best of the best are focused on things they can control.



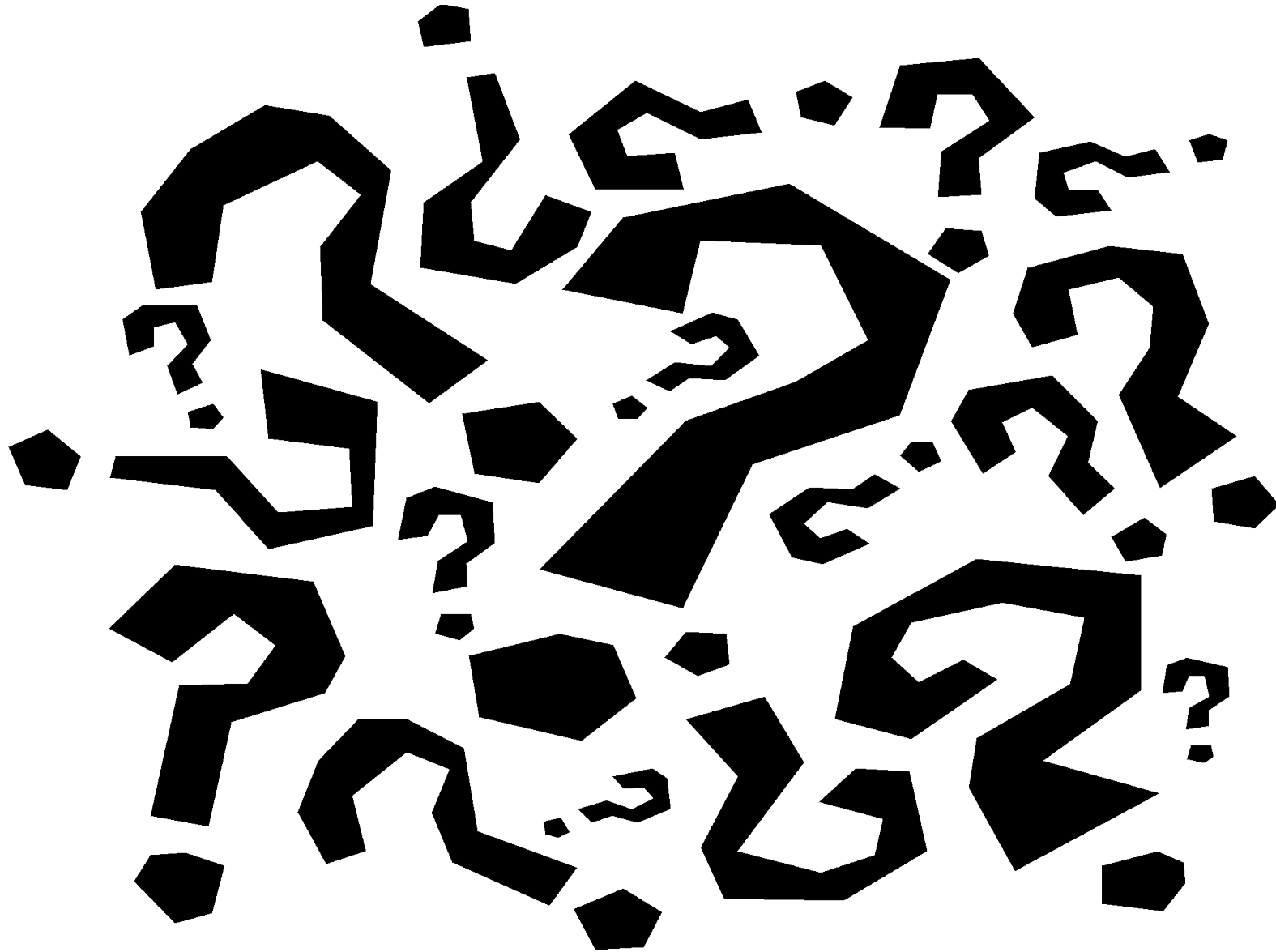


Conclusion

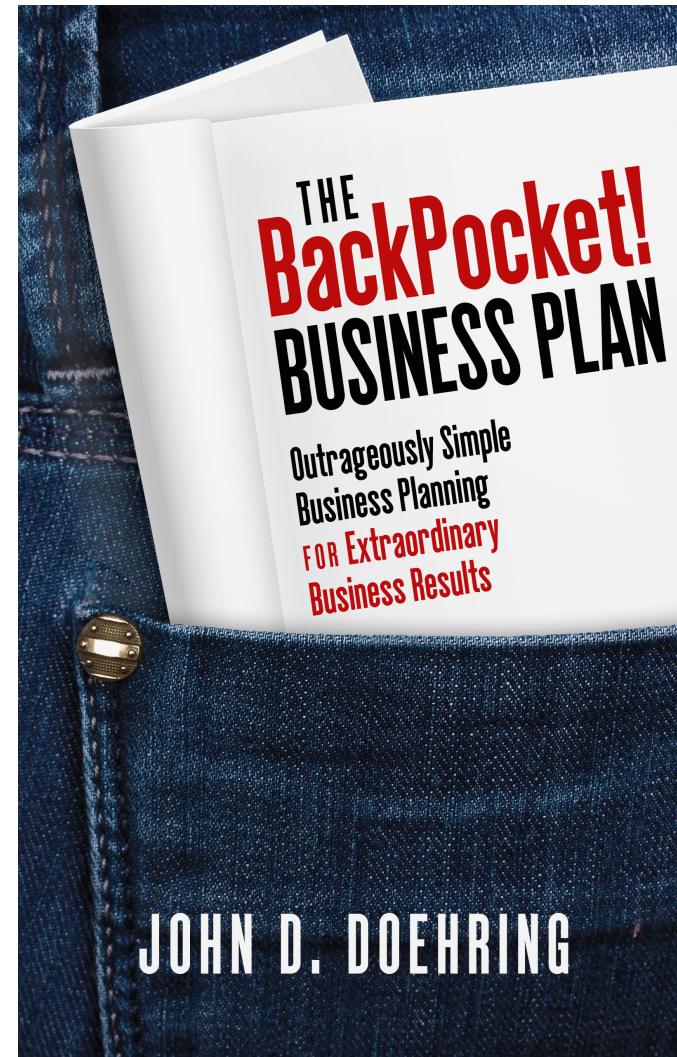


CASE STUDIES

Barleycorn & Brown, Inc.
Baker-Andrews & Associates, Inc.



What's Wrong with Business Planning Today?



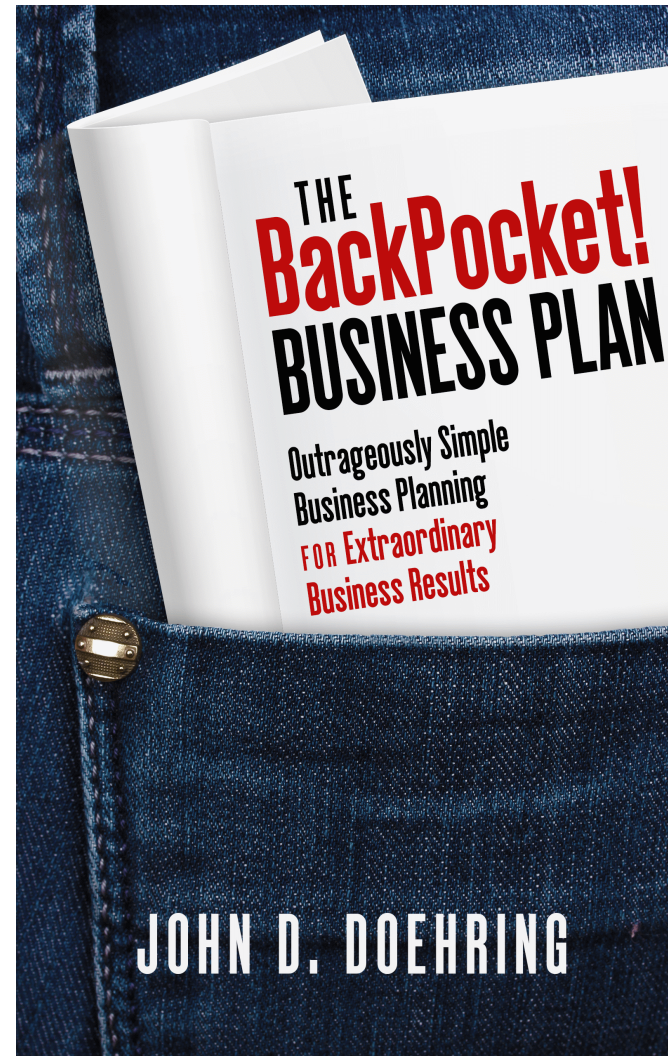
Why is it that
business
plans don't work?

Why is it that business plans don't work?

- R Not complete
- R Not compelling
- R No agreement
- R No commitment
- R No action



Better Business Planning Now



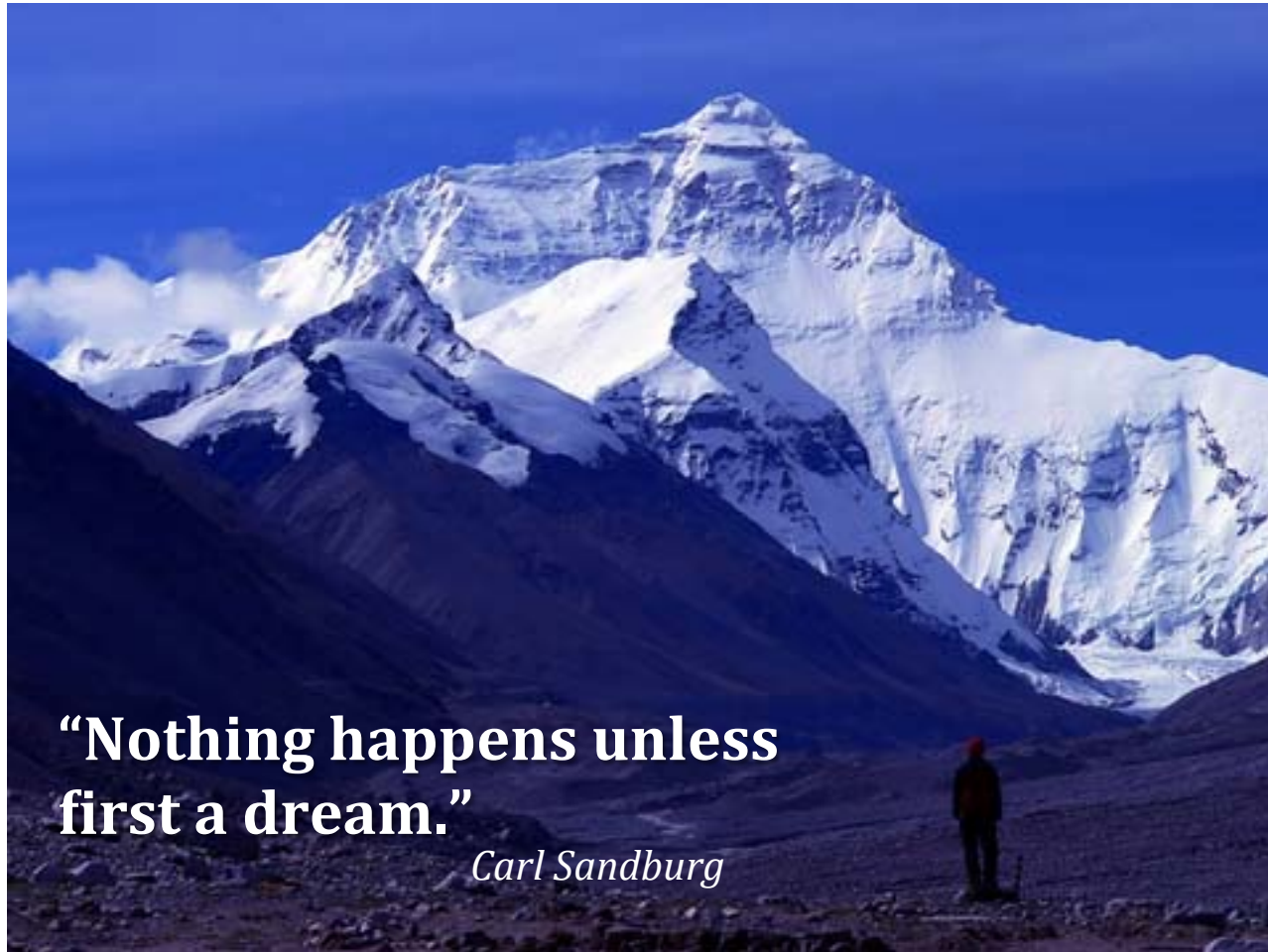
Four Secrets of Better Business Planning





1. Write to an audience (not your boss).

2. Tell a great story.



**“Nothing happens unless
first a dream.”**

Carl Sandburg

3. Connect with reality.



Bridging the gap is what business planning is all about.



4. Focus on action.

“**Execution** is the single biggest issue facing business today.”

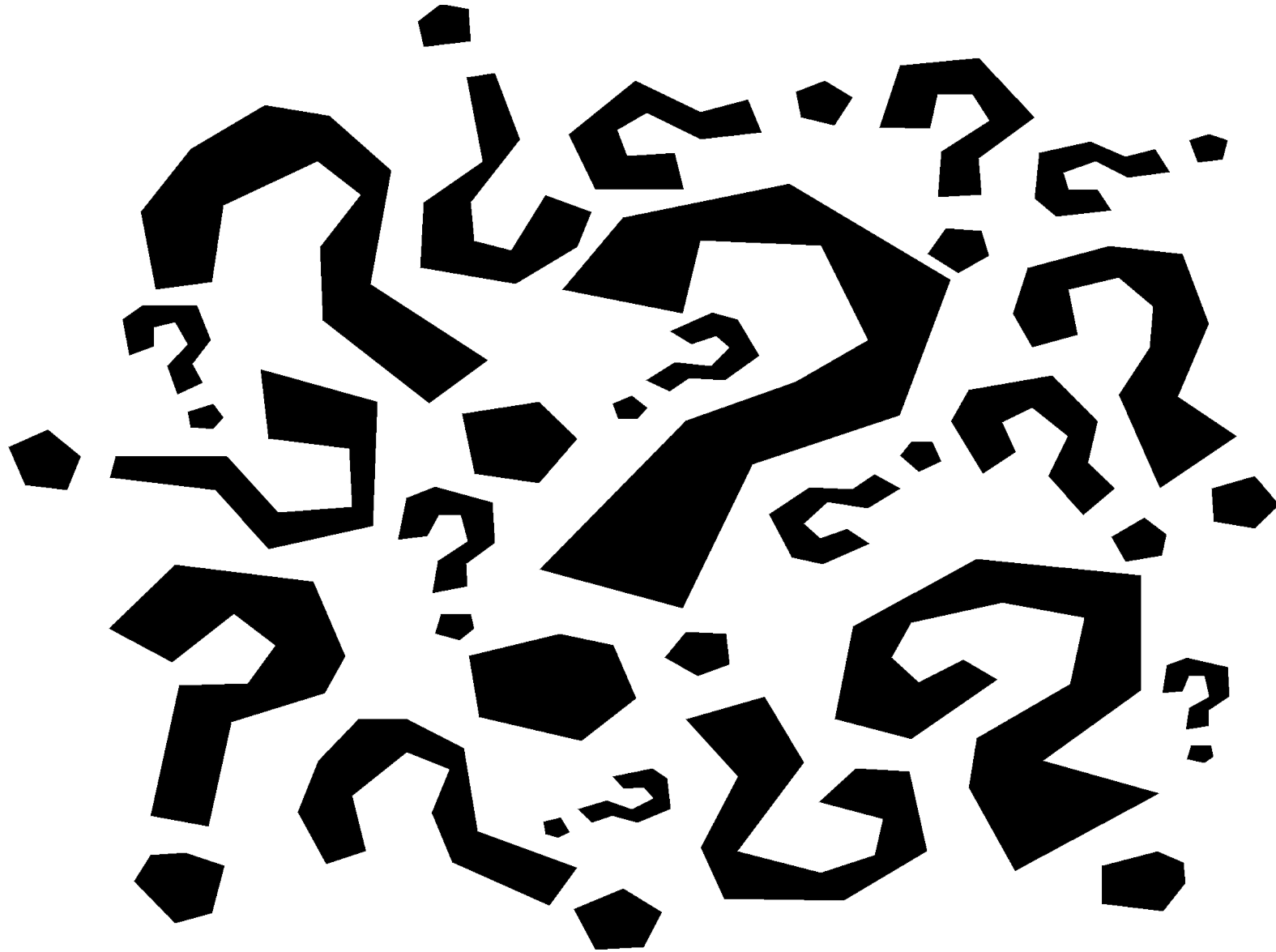
Bossidy & Charan

*It's not the plan, but the **execution**
of the **plan** that matters most.*



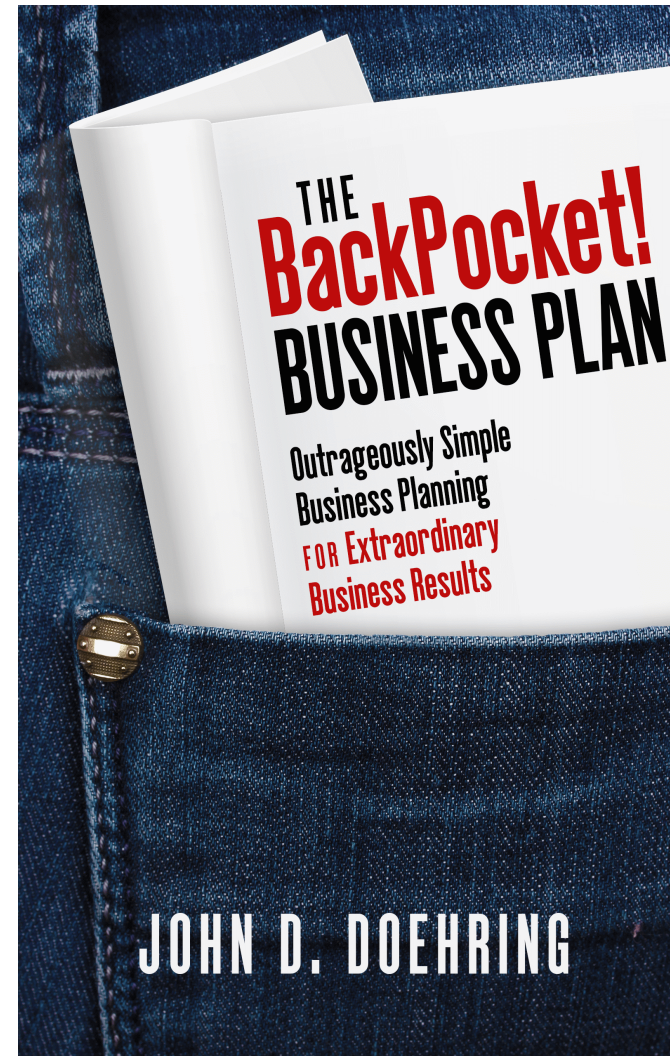
“When you come to a fork in the road, take it.”

Yogi Berra

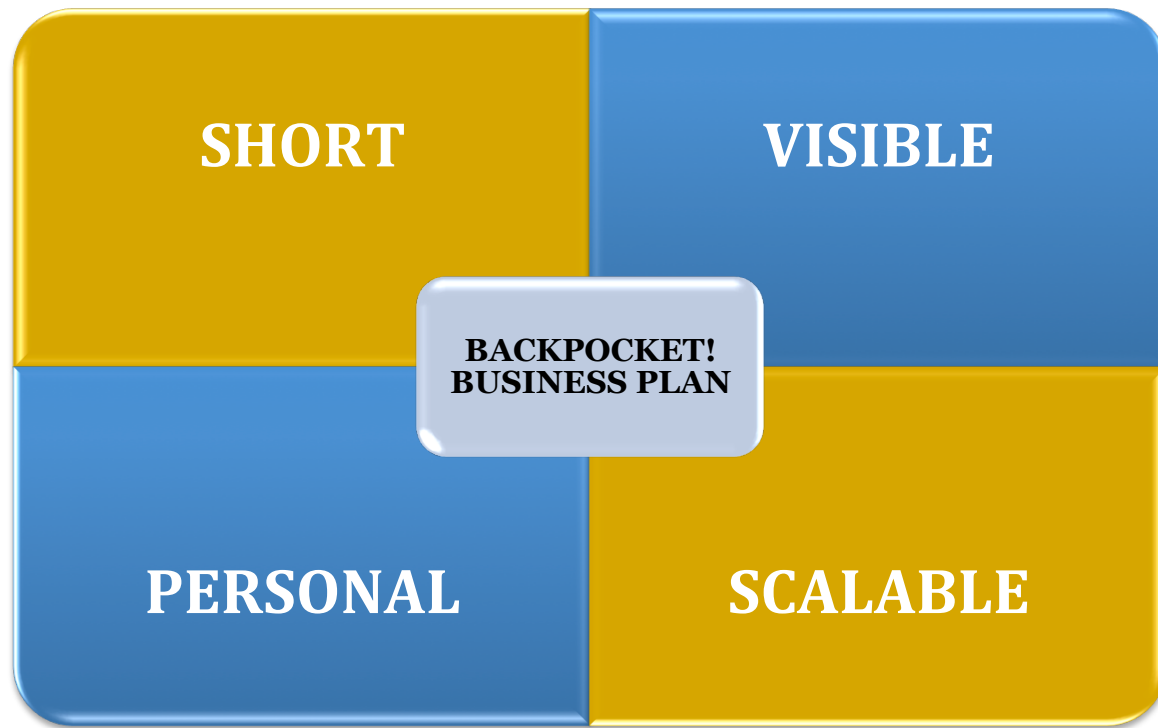


The BackPocket! Business Plan

Process and Structure



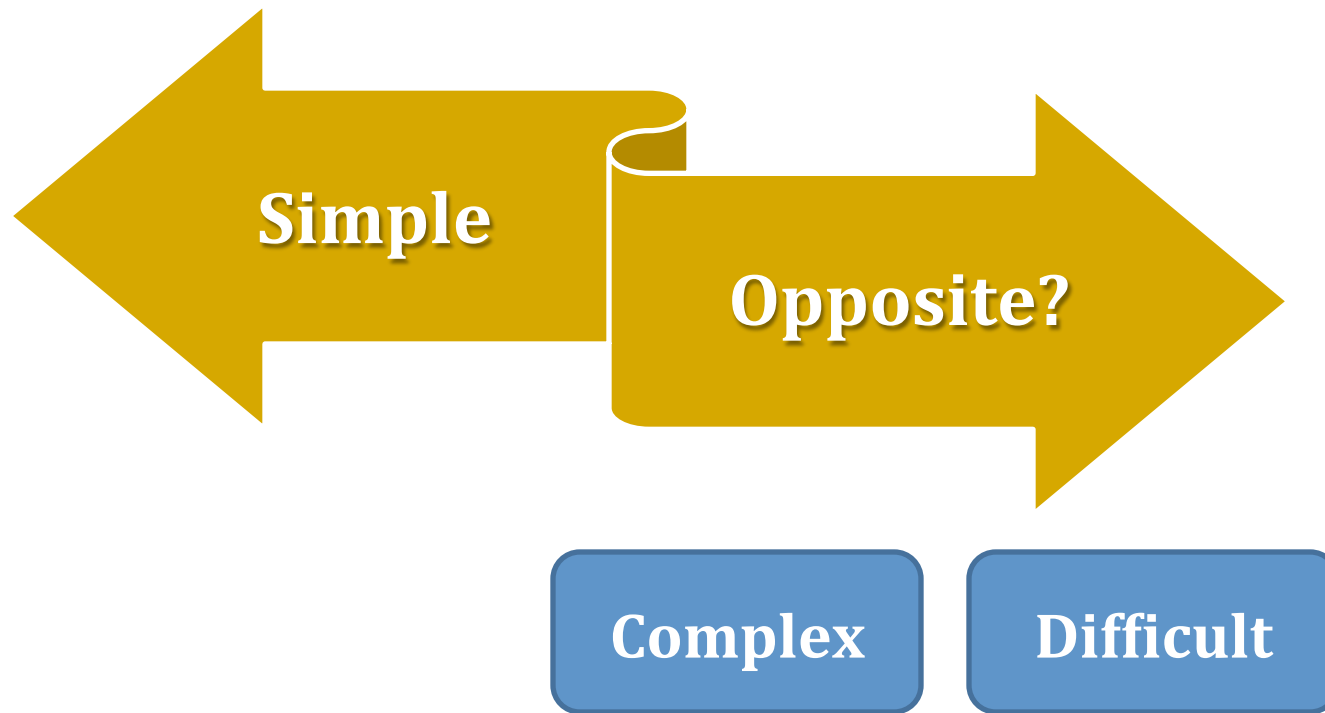
Elegant Simplicity



How Long?

3 Pages

Why is that so crazy?



**“I would have written you a
shorter
letter if I had more time.”**

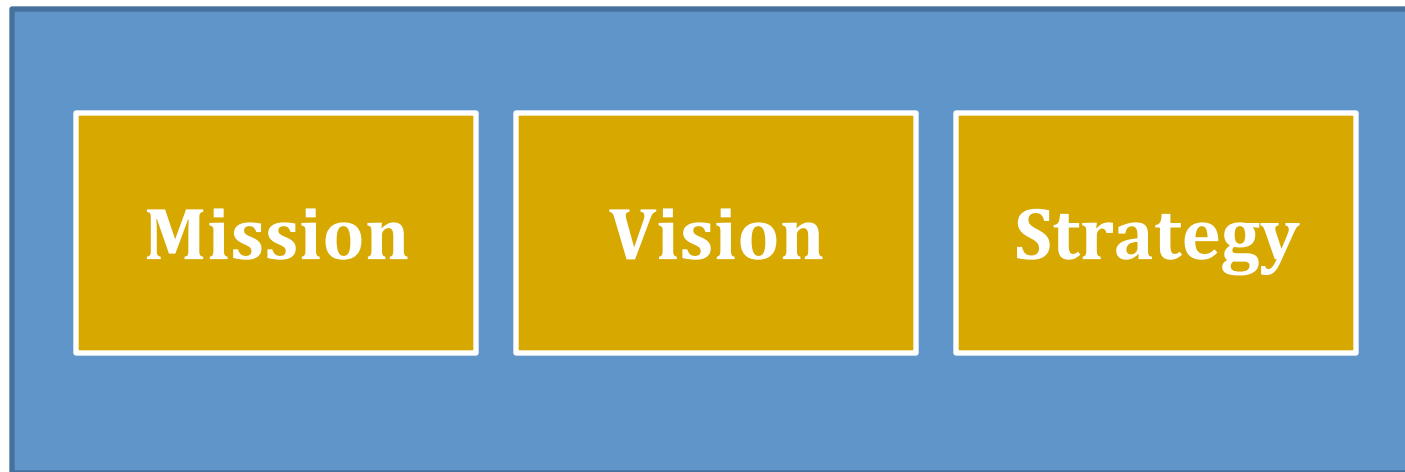
Mark Twain



BPBP Structure

Page 1	Strategic Framework
Page 2	Playing Field
Page 3	Action Agenda

Strategic Framework



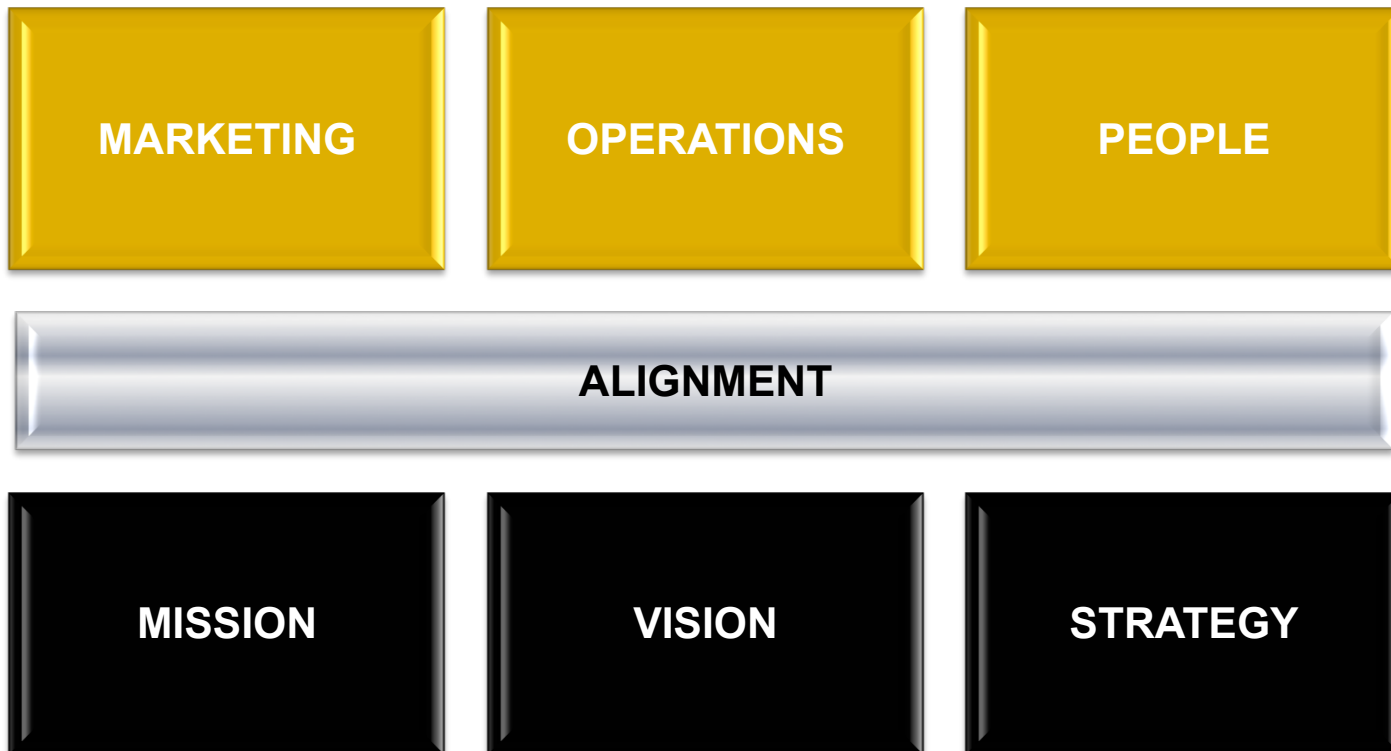
Playing Field



Action Agenda

No	Action	Lead	Due Date	Outcome	Comments
1.	Increase new clients.	PMs	Ongoing	Revenue	Do sales training in first quarter.
2.	Increase proposal hit rates.	Marketing	30 days	Hit rate goal 75%	Current rate is 42%.
3.	Reduce job site injuries.	Everyone	Ongoing	Zero incidents	Safety is everyone's job.
4.	Communicate new business plan.	CEO	Immediately	Stronger culture	Visit all offices in February.
5.					
6.	Communicate new business plan.	John	3/31/15	Improved team understanding.	Collect feedback from staff in on-site meetings.
7.					

Super 7 Response Framework



CASE STUDIES

Geologic Professionals, Inc.
Mountain States Engineering, Inc.

CASE STUDIES

Midwest Engineers, Inc.
BL & Q Consulting, Inc.



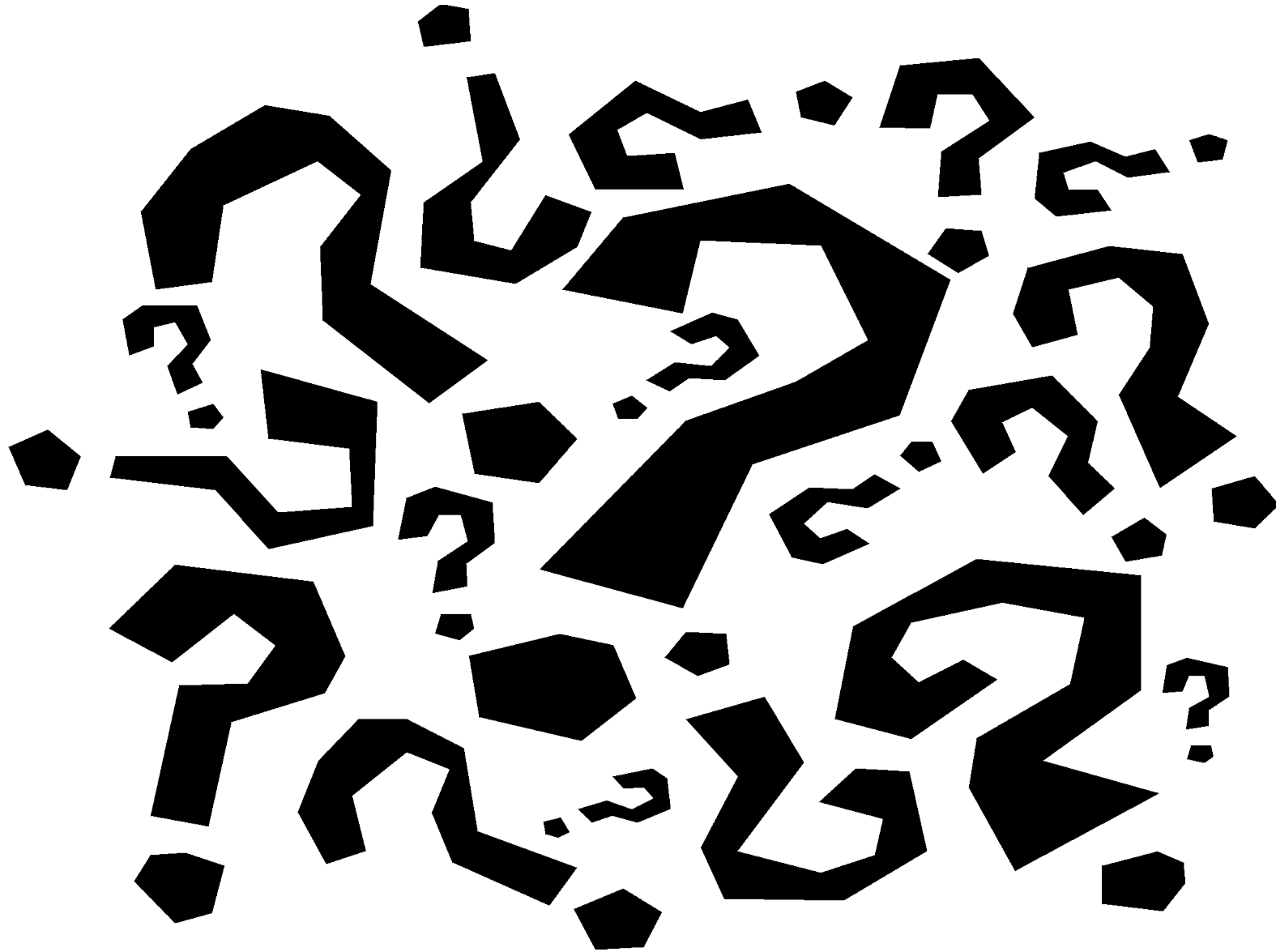
“A good plan violently executed now is better than a perfect plan executed next week.”

George Patton

What's Your Next Step?

- R Read *Fast Future! The Ten Uber-Trends Changing Everything in Business and Our World*.
(amazon.com and where books are sold).
- R Read *The BackPocket! Business Plan. Outrageously Simple Business Planning for Extraordinary Business Results*
(www.smashwords.com , amazon.com, and where books are sold).
- R Initiate a comprehensive and candid assessment of current reality in the organization.
- R Update and enhance the firm's current strategic business plan.
- R Commit to focusing on what's important, not just what's urgent.





Thank You!



*Helping leaders to plan for the future,
grow their business, and make more money!*

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