

## **Business Deployment Plan**

Develop **Objectives and initiatives** (what do you want your business to accomplish – and how will it happen?) to carry out those objectives, for four “pillars” of your business. Then, **determine the priority** of reaching each of the objectives – 1 top priority, 2 medium priority and 3 lowest priority ... set specific dates to achieve each objective and initiative. As well, determine who will be responsible for seeing the objective is met ... you, staff, contract staff etc?

### **Financial Stability**

What are your objectives to maintain financial stability in terms of your profitability for each project or “sale”? Where will you bank and how will you use the services? What criteria will you put in place for the acquisition of major tools, inventory, supplies and/or resources? What are your objectives for paying yourself? ... ie salary vs regular draws ... paying your “staff” – contract or employee? Accounting system? What are your objectives for Net Income and Net dollars Profit?

*Notes:*

### **Organizational Efficiency**

How are you going to organize yourself? Home based office? Telephone communication ... cell phone, Blackberry capabilities? How will your days be organized ... on the road Tues. Wed. Thurs. and in office Friday and Monday for paperwork vs going every which way all the time? ... What are your objectives for organizing your day, week and month ... that will make you the most efficient?

*Notes:*

## **Communication**

How will you communicate with customers? Suppliers? ... telephone, emails, corporate brochures? What will your logo look like and how will you brand your company– be specific? What are your objectives for getting the message out to the world that you exist? Where will you Network? How will you determine who your customers are? How will you prospect? How will you use your website to support business? ... (order online, source of information for customers etc.)

*Notes:*

## **Market Growth**

What are your expectations in terms of who/what is your market and how are you going to grow it? –direct mail campaigns, telephone calling, e-publications, cold calls, strategic direct mail approach. What are your objectives about maintaining ongoing contact with your customers in your absence? – mail out brochures, Christmas cards, note cards etc.

*Notes:*

The difference between this Business Deployment Plan and an actual Business Plan is, the BDP is fluid and always moving, changing and being updated. You should plan to update your BDP on a regular, ongoing basis – daily, weekly, monthly and review it on continuously. Let it be your map. Let it guide your operations. If something isn't working, set a new objective, determine your initiatives (**what, specifically, you are going to do**) and start dealing with it right away. This is a very simple methodology if you have the discipline to use it. It helps you, at a glance, see how each of the four critical areas of your business are operating and how you are doing.

Gary Millar  
Tel. (780) 467-6121  
Email: [gary@millarcom.com](mailto:gary@millarcom.com)



*Organizational Communication Management Consultants*