Sample POAP

Your Company Plan On A Page

1 Core Assumptions

Strategic	Developing "world class" talent and expertise so choice clients seek us out allowing us to be selective.
Operational	Building systemic processes that are scalable, efficient, transparent and frustration free. Protecting the work of the world class talent (IP).
Financial	Growing and profitable in a way that allows us to reinvest, to maximize opportunity and recurring passive income.

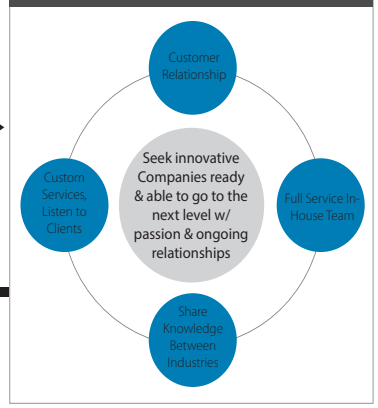
2 Our Mission

Harness passion, talent and technology for mutual success.

3 Our Vision

Where We Stand	Where We're Headed	How We'll Get There
- Project Partner - Growing 55% year over year - Financial, project management, hiring systems in place - Funding, incentives, legal foundations in place	- Business partner with entrepreneurial and innovative companies across northern Colorado and beyond - Learning From Systems - Learning Organization - Expand Growth -We've got a team of 25 employees, with great culture and incredible talent -We've got healthy profit margins (25%+) and are reinvesting in talent and services -We are known as the go-to company for brand development, marketing, design, and creative direction	- Target Businesses prepared for success: -Building a business plan: POP - Marketing Plan, etc... -Continuing to self fund, growing great staff, systems, our website, our marketing - Expanding services - Developing a strategy for selling Business Services - Developing a strategy for letting non-ideal clients know what they can do to become ready (and prosper!) - Finding and Vetting Qualified Clients - Collaborating on and utilizing strategy/staff orientation/ongoing education - Leader team works "on" the Business

4 Our Value Building Cycle



5 Our Core Values

1. Always having fun
2. Trust
3. Passion
4. Service
5. Collaboration

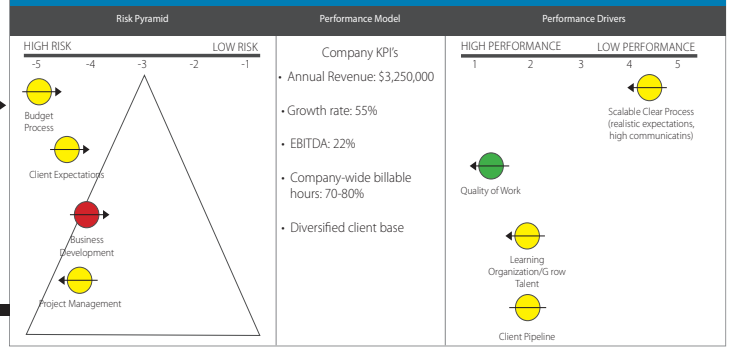
6 Our Big Idea Core Strategies

Grow our core business through strategic partnerships

Seek companies that value what we do with mutual trust.

Cultivate a trustworthy, innovative and reliable culture following our vaules.
-Ensure constant learning
-Keep recruiting talent
-Ongoing self-evaluation with initiative to grow

7 Our Strategic Control Panel



StratOp

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8 Our W.I.N. Wheel

9 Action Initiative Profiles

#	Objectives	Key Deliverables	By?	Leader	Members	Status
1a	Build a strong sales force that will identify and manage key accounts.	Workforce assessment, key account profiles, job contracts, best in class hiring process.	2.15.15	Mary	Richard	
1b	Develop our process for recruiting and on boarding to ensure our brand and culture is excellent.	Selection process guidelines, on boarding process, operationalize core values.	2.28.15	Kevin	Mary Dan	
1c	Develop system for client evaluation to ensure we avoid more bad clients and attract the very best.	Internal and external scoring process for client relationships, analysis of prior clients based on ROI, Rev, etc., marketing plan for finding the right clients.	2.15.15	Dan	Chris Mckenzie	
2a	Ensure we are focused on the right services to clients, both for us and for them.	Identify metrics for evaluating all services offerings (rev, profit, impact, fun, etc.), develop system for post-services evaluation, identify key gaps in services we offer.	2.28.15	Chris	Mary George	
2b	Focus company around one strategic system, to stimulate growth and keep us aligned.	SWOT analysis on StratOp AIPs, schedule for review and renewal, internal training.	3.1.2015	Mary	Richard	
3a	Develop and execute on our client retention strategy, to increase % of long-term business.	Customer score cards, best-in-class service, strategies for investing in key relationships, strategic partnerships for meeting great clients.	2.28.2015	George	Mary, Kevin	