

FRASER FIVE-STEP (FFS!)

SIMPLE BUSINESS STRATEGY

WHERE DO YOU WANT TO BE IN A YEAR'S TIME?

(What does the Dream Scenario/Perfection look like?)

MISSION
OBJECTIVE

WHAT NEEDS TO BE IN PLACE TO MAKE THAT HAPPEN/DELIVER IT?

(Consider Marketing/Sales/Operations/Products/Financial/Team)

STRATEGY

WHAT DO YOU NEED TO DO TO MAKE THAT HAPPEN - ON A GENERAL LEVEL?

TACTICS

WHAT SPECIFICALLY NEEDS DOING TO DELIVER THE TACTICS ABOVE?

(Create a list of things that need to be done)

ACTIONS

WHO DOES WHAT, WHEN, BUDGETS, TARGETS, QUALITY?

(How will this be measured? Also put them in a priority/logical order)

CONTROL
MEASURE

END GOAL IS AN ACTION PLAN IN PLACE TO DELIVER THE MISSION