RECRUITERS
MASTERMIND

Business planning template

Step 1: Aim, vision and goals.

- Write down your goals and describe it as simple as possible.
- Continue by writing down how you are going to measure results (comparative references, values, KPIs if the case).
- Define a timescale no matter the length of it (can even be 10 years).

Step 2: Cause factors

- Realistically, what are the factors that would cause your goals to be achieved?
- Continue by writing down standards, comparative references, values, and timings.
- Clearly define these factors, when they will appear in your journey and how they relate to other cause factors.

Step 3: Enabling factors

- Realistically, what are the factors that need to exist to enable the cause factors above?
- One cause factor can depend on multiple enabling factors. Order and prioritize the enabling factors to build your own roadmap.
- Define a timescale for each of the enabling factors.
- Work your way up from enabling factors up to goals and adapt your action plan according to them.

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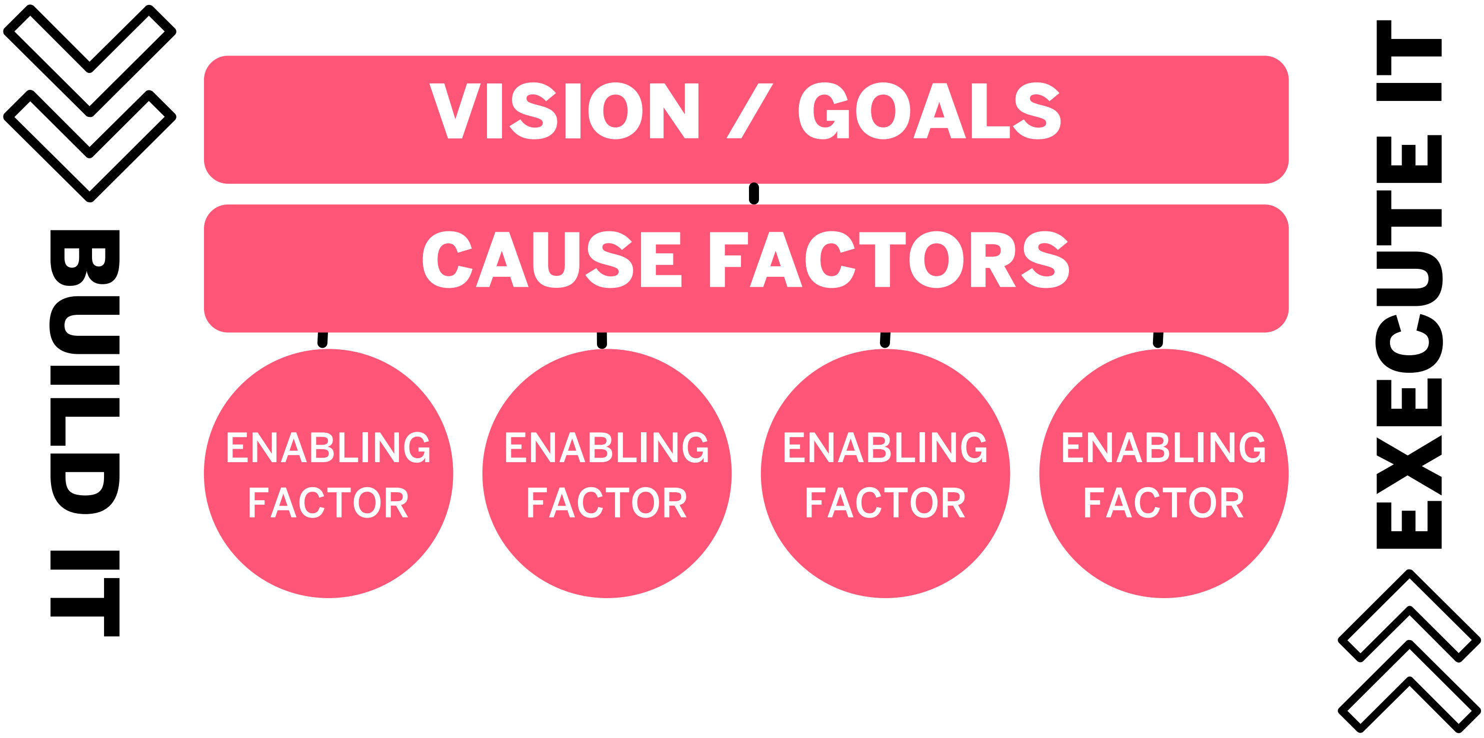
HOW TO READ YOUR BUSINESS PLAN

Create your plan from top to bottom and implement it from bottom to top.



RECAP

- Start with a clear goal/ aim.
- Break down the causal factors that will lead you to achieve that goal.
- Identify the factors that will enable the causal factors to happen and make them achievable in size and time.
- If you've already achieved some of the enabling factors move up and prioritize the next relevant factor in your plan.
- If you approach your goal by identifying the causes and factors that enable them, you will always find a plan to achieve it.