



TACTICAL SCENARIO OUTLINE

Instructions:

Project your company one year into the future and answer the questions as if it is now the present and your goals have been achieved.

I. List the Key Result Areas that determined your company's success in the future time frame:

Example

- Products and Services
- Locations
- Financial
- Marketing
- Sales

II. Reconcile business and personal goals

Example

- What trade-offs are necessary in order for the scenario to happen?
- What scares you?
- What excites you?
- What is non negotiable?
- Competition

III. Ancillary Goals/Factors

Example

- Community contacts
- Extraordinary expertise
- Company goals

IV. When writing your scenario:

- Give it a descriptive title and it should be written in no fewer than two paragraphs or more than four.
- Write it as if you are telling the story to your banker, employees, etc.
- Write a clear picture of what future success looks like
- Set specific and measurable goals
 - Be aggressive but realistic – push the edge
 - Ensure the goals merge with long term objectives
- Target end date (It's 12/31/0X and ...)
- New markets?
- New mix of Products/services
- Employees
 - New hires
 - New positions
- Programs

V. Sample Scenario:

It's 12/31/XX and our company has achieved the goal of \$XX in revenue. It was helped by expanding into two new market locations, the first in YMZ and the second in CDI. These openings allowed us to continue promoting from within and has also allowed for the creation of a Director of Operations position which too was filled from within.

The hiring and retention program we instituted has had a great impact resulting in our overall our employee turnover ending the year below 4%. The retention of key employees has positively impacted net income by X% or \$XX.

How did we do it?