

THE 1 HOUR PLAN FOR GROWTH

How a Single Sheet of Paper Can Take Your Business to the Next Level

JOE CALHOON

JOE CALHOON is president of his own consulting company, PriorityAdvantage. In the 1990s, he was one of the most requested and highest rated keynote speakers with FranklinCovey, later Covey Leadership Center. Since that time, Mr. Calhoon has consulted with more than 500 organizations ranging in size from small businesses to Fortune 100 companies including Host Hotels & Resorts, Helmerich & Payne and Burns McDonnell. He previously coauthored *Prioritize! A System for Leading Your Business and Life on Purpose and On the Same Page*. Mr. Calhoon is a graduate of the University of Colorado at Denver and the University of Nebraska at Omaha.

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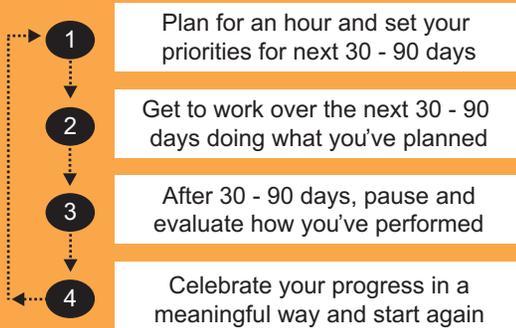
MAIN IDEA

It's easy to become extremely busy and yet ultimately unproductive because all you do is spin your wheels but get nowhere. To avoid that, you need to plan how to move things forward – or more accurately, you need a simple and fast planning process that works.

Most planning processes are too complicated to be of much use in the real world. A better approach is to set aside one hour for developing your business growth plan and the strategy you want to use. On a single sheet of paper, you want to answer the only three questions that count when it comes to planning growth in any endeavor:

1. Where do you want to go?
2. Where are you now?
3. How will you get from here to there?

Once you learn how to run a 1-hour planning session and produce a 1-page plan for growth, you're then equipped with everything you need to take your business to the next level again and again. The process is breathtakingly simple:

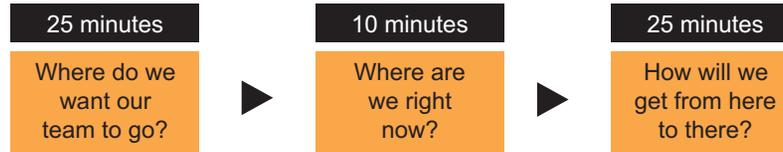


"An effective growth planning system is the best indicator of whether your business will grow. It's time to develop your plan and learn a system that will serve you for the rest of your life. No matter where your business is today, you can grow it through this system. You'll also develop your own leadership skills, not through classroom training, but through the process of setting, achieving and celebrating progress on your priorities."

– Joe Calhoon

The 1-Hour Planning Process Pages 2 - 6

Traditional business planning takes too long, doesn't engage everyone and usually produces materials which sit on a shelf gathering dust. Instead of that, get everyone involved in a one hour planning session which centers on three key questions:



The 1-Page Planning Document Pages 7 - 8

Your plan to grow your business doesn't have to be complicated. To be workable and get everyone engaged and working towards the same end, you should be able to boil your plan down to one page which deals with the three time frames of action:

- Long-term – 5 to 25 years – what is your organization's big and inspiring goal (your vision), what contribution do you want to make (mission) and what standards will help your team work together (your values).
- Mid-term – 1 to 3 years – what are your measures of success (your objectives) and what paths will you take to get there (your strategies)
- Short-term – 30 to 90 days – who will do what and by when (your priorities).

Capture all these six elements on a single sheet of paper everyone has and understands and you have in place a plan for growth which people can and will use because they understand what you're doing.



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