

# 2016-2017 EXAMPLE SERVICES Co. Pty Ltd - Strategic Plan

VISION 2025: 10,000 Clients by 2025

Purpose: To improve the lives of our customers by delivering XXXXXXXXXXXXXXXXXXXXXXXX. Values: Transparency, Play as a team, Safety first, Always be on time.

2016-2017 EXAMPLE SERVICES COMPANY GOALS (Person Accountable)	Q1 - WEEKLY METRICS	Green	Yellow	Red
<b>2016-2017 CRITICAL NUMBER – Obtain 120 internal and external referrals</b>	<b>Obtain 2 referrals per week</b>	<b>2</b>		<b>0</b>
<b>CEO - Whole of Company Goals (CEO Steve – 25 employees across VIC &amp; NSW)</b> 1. \$5M REVENUE, 15% PRE-TAX PROFIT MARGIN (\$750K Net Profit) 2. Develop Example Services co. app with 5,000 downloads 3. Investigate acquisitions in QLD/NSW (look at 5+) and obtain bank funding \$2Million 4. Obtain team member happiness score 8+/10 and implement actions from happiness survey below	Revenue % Actual/Target Net Profit % Actual/Target	100%+ 100%+		<90% <90%
	Weekly Leadership Team Metrics green	17/22		11/22
	Be on target with weekly milestones for acquisition and app development project plan	YES		NO
	Accounts Receivable Days	<45 days		>50 days
<b>Finance Team Goals (CFO Emma – 3 in finance team)</b> 1. Financial Monthly Reports (P&L/BS/Forward cash flow) submitted by 13 <sup>th</sup> month, including all mgt. cost reports vs. budget 2. Accounts Receivable days <35 days 3. Provide weekly billable hour %'s to services team	Weekly bank reconciliation complete	5pm Tue		5pm Wed
	Weekly cash flow report generated and sent	5pm Mon		5pm Tue
	Weekly New Revenue	\$15K		\$7.5K
<b>Sales Team Goals (Sales Manager Jayne - 3 in sales team)</b> 1. Achieve \$1.5M in new revenue- with 1 new sales person recruited 2. Maintain average hourly billing rate of \$200+ 3. Establish 2 non-competitive strategic alliances which each contribute at least 5 referrals per month	Face to face prospect meetings from sales team	45		30
	3 month sales team pipeline value	\$750K		\$500K
	Variation on previous month operations costs to budget	0%		5%+ over
	Net Promoter Score last 7 days	>60%		<50%
<b>Victoria Team Goals (State Manager VIC Max- 8 in VIC team)</b> 1. Operational Budget vs. Actual costs 100% or less 2. Customer Net Promoter Score 70%+ 1. 95% of jobs completed by target date	Jobs completed within target date	85%		70%
	Variation on previous month operations costs to budget	0%		5%+ over
	Net Promoter Score last 7 days	>60%		<50%
	Number of clients up-sold to GOLD product	5%		0%
<b>New South Wales Team Goals (Ops Manager NSW Lachlan- 8 in NSW team)</b> 1. Operational Budget vs. Actual costs 100% or less 2. Customer Net Promoter Score 70%+ 3. 10% of clients up-sold to GOLD product	Complete weekly site HSE and Quality audit at one company project with report completed afterwards and provided to leadership team	1		0
	Be on target with weekly milestones for ISO9001 implementation project plan	YES		NO
	Conduct Monthly HSES committee meeting, HSES report and compliance newsletter	YES		NO
	Online Unique Visitors	1000		700
<b>Quality &amp; Health &amp; Safety Goals (Compliance Manager Edward)</b> 1. No injuries to our national team or customers 2. Implement ISO9001 certification 3. Ensure compliance to HSE Management Plan	Weekly Website Leads last week	10		6
	Roll-out new marketing materials in line with milestones on project plan	YES		NO
	<b>Actions from team member happiness survey - Goal grow team member average happiness score from 7/10 to 8/10:</b>			
	<ul style="list-style-type: none"> <li>All Team Members involved in a Weekly Huddle Structure - Example Service co. progress to critical number emailed out weekly (aligns with 2025 Vision) - Weekly Leadership Team meeting held Tuesday morning 9am-10am</li> <li>CEO F2F engagement across the country to engage with NSW team monthly - Internal monthly newsletter circulated to whole of company &amp; superstar award by final day of month</li> </ul>			
CELEBRATION – HITTING QUARTERLY CRITICAL NUMBER: Company day out at the spring carnival for Oaks Day!				

INSERT COMPANY PHOTO'S