Company: **Sierra Technology Solutions**
Plan: **Guest User Plan**

Strategic Plan

Foundation

Our Mission

The mission of Sierra Technology Solutions is to create technology solutions for forward-thinking organizations.

Our Core Values

To empower and inspire entrepreneurial leaders.
To be professional in our actions to our clients, partners and each other.
To effectively impact the marketplace.
To help all organizations regardless of their resource constraints.
To have honesty, integrity and respect for all individuals.
To continually pursue knowledge and learn.
To practice what we teach.
To have enjoyment and fulfillment in our work.

Competitive Advantage

What we do best

Access to University - knowledge base, academic resources, proven material and top students.
Business Network - domestic and international
Patented Intellectual Property - interactive, integrated web-based Software Systems - usable, practical, actionable offerings
Unique Team - complimentary talents/gifts; business/teaching; international experience

Organization-wide Strategies

How we will get there

2007 - Lay the foundation for the organization.
2008 - Prepare the organization for high growth through infrastructure development and training.
2009 - Execute a market penetration strategy to increase our top line.

Strategic Objectives and Corporate Goals

Financial

1 Revenue Growth: Grow business 40% per year.

1.1 To generate sales of $1 million by the end of the year.

2 Productivity Improvement: Maintain an acceptable ROI on all projects.

2.1 To increase average billable hour factor.
2.2 To fund online product development with a stated percentage of monthly net profit

Customer

Current Customers New Customers Referral

3 New Customers: Increase new customer base.

3.1 Obtain one new client per day who has purchased Basic Package.
3.2 Develop understanding of technological issues.

4 Current Customers: Retain current customer base.

4.1 Obtain 4 new clients per month who have purchased Premium Software package.
4.2 To provide increased value to all existing online customers to enhance "stickiness."

Programs

5 Product Management: All web-based strategic planning sites and supporting products meet operational excellence guidelines

5.1 To develop webinars
5.2 Update software "how-to" books.
5.3 Optimize websites by end of the year
5.4 To finalize New Software Plan with summary statistic pages

6 Operations Management: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.

6.1 Set up computers to be accessed from any destination.
6.2 Define all procedures and process in writing in order to support projected growth.

7 Technology Management: Continue to develop technology innovation.

7.1 Develop version #2 of the web-based planning system.

8 Community Involvement: Establish a program that contributes 10% of net profit and staff time.

8.1 Develop an effective scholarship program for socially/community focused entrepreneurs.

9 Customer Management: Execute and maintain a CRM process that is producing results

People

10 Training: Continue to learn and adopt best practices about strategy and strategic planning.

10.1 Create strategic planning library and resource center
10.2 Attendance at best practice conference by management.

11 People: To be the employer of choice in our field.

11.1 Retain services of public relations firm to develop industry presence
11.2 To support individual staff personal development plans.

12 Culture: To align incentives and employee rewards with staff performance.

12.1 Increase the number of innovative ideas through an incentive program.

Key Performance Indicators

How we measure success

Measure	Target
# of Basic Packages	30
% complete	100%
$ in sales	$1,000,000.00
$ per billable hour	$150.00

Vision

What our business will look like

To be known as the technology experts and resource center for small to medium-sized organizations.

Implementation

How we make strategy a habit

- Appoint a strategic plan manager
- Hold people accountable
- Put in place an incentive compensation plan
- Coach for achievement
- Empower managers
- Hold effective strategy meetings - first Mondays
- Hold annual retreat - second week in December

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