



# The One-Page Strategic Plan: Business Planning Made Simple

**WRITTEN BY:**

**ALAY YAJNIK**

---

Business planning can be time consuming to create and can become obsolete as situations change. This guidebook, *The One-Page Strategic Plan: Business Planning Made Simple*, teaches you strategic planning made simple, fast, and effective.

## Values • Vision • Unique Value Proposition

What do you find challenging about strategic planning?

- it should be a quick and easy process
  - too much detail makes it hard to incorporate changes
- it should be flexible
- it should provide clarity and insight into your law firm
- it should help you take control of your firm and your future



### The one-page strategic plan

At the top: Vision, Values and UVP (Unique Value Proposition)

See pg4

Spaces are small for a specific reason:

- detail is not needed
  - details are not strategy; details are for implementation, which changes over the course of the year

Below spaces for values, vision, and unique value proposition:

- SWOT analysis tool
  - strength
  - weaknesses
  - opportunities
  - threats

Goals—room for three

- more than that is hard to do well
- Key Metrics measure progress toward goal; one per goal

## Values

These represent your firm’s DNA

- values set the tone for your clients, vendors, hiring, growth, marketing
- your firm’s values will attract the clients you want

What are your firm’s values?

- your whole firm should reflect your values
- your marketing should promote your values
- clients will come to you because of your values

Your top 5 values?

- write down your top 5 values
- 1-2 words or a catchy phrase

Your Top 5 Values	
1-2 words or a catchy phrase	
1.	
2.	
3.	
4.	
5.	

## Vision

- Your vision is the destination that you have for your firm
- Vision gives you the motivation and stamina to make the changes to get to your destination
- Strategy is how you achieve your vision

Define Your Perfect Practice		
Elements	Want	Current
Income		
Reputation		
Work / Life		
Vacation		
Size		
Practice Areas		

## Strategic planning toolkit available

- one-page strategic plan fillable pdf
- video tutorial
- values worksheets
- download available at: [lawfirmsuccessgroup.com](http://lawfirmsuccessgroup.com)



CEB presents  
**The Business of Law**  
 webinar series  
 ceb.com

## Unique Value Proposition or Unique Selling Proposition

- what separates you from your best competition
- why clients choose to work with you

Leverage your Unique Value Proposition as much as you can, especially in your marketing efforts

Define Your Uniqueness	
Elements	
Reputation	
Style	
Prof. / Personal Relationships	
Geography	
Experience	
Talents / Genius	

Clients choose you for specific reasons; you must discover what those reasons are

- you can ask clients why they chose you

What is the one thing you want to improve or change to create your perfect practice

- what is the first step you can take to move yourself in this direction?

Some things on the one-page strategic plan will change, others should not

- your vision, values, UVP, and strengths shouldn't change
- but some things happen—revenue goals, for instance, might change

If you find yourself changing the statement every month or quarter, you should think about redoing it

When your firms is making progress, strengths remain the same, but weaknesses might change or new threats arise

<b>One Page Strategic Plan for:</b>		<b>Date:</b>	
<b>Vision:</b>	<b>Values:</b>	<b>UVP:</b>	
<b>Goals</b>		<b>Strengths</b>	
1		1	
2		2	
3		3	
<b>Key Metrics</b>		<b>Current Value</b>	<b>Target Value</b>
1			
2			
3			
<b>Opportunities to Seize</b>		<b>Plan</b>	
1			
2			
3			
<b>Threats</b>		<b>Mitigation</b>	
1			
2			
3			
<b>Weaknesses</b>		<b>Mitigation</b>	
1			
2			
3			