

Annual Operating Plan for Example Co

Period: 2025

Date: 22 January 2025

Key Issues	Big Rocks	Description	Key Measures	Targets
Attraction of Staff Productivity Tech Expansion \$750K Sales	1. Grow our Sales	We have strategic opportunities in SEA. We also have opportunities to launch a range of products to support our services	Sales \$ % Sales New Customers New Product Sales	\$1.2M 30% \$100K
	2. Improve Productivity	Productivity is critical to our future success by leveraging AI, automation, SCRUM and Focused Execution Techniques	COGS %	50%
\$1.5M Sale New Product Range Inc. Productivity Engaged Team	3. Build the Team	Our team is central to our success. Improve our ability to attract & retain.	Team Turnover % Team Pulse Score	< 20% > 4.0
	4. Grow Frank as a Leader	As the CEO, I need to improve my skills to take the business forward.	360 Survey Score	> 80%

Our Strategy: Increase Sales in SEA in order to improve our margins

Big Rocks	Strategies	Actions	Who?	When? Complete	Resources, People, Capital
1. Grow our Sales	1.1 Refine Product X Package 1.2 Improve Sales Conversions	1.1.1 Launch Product X on Amazon 1.1.2 Ensure effective website marketing 1.2.1 Train key team in sales skills 1.2.2 Set up effective sales systems	Bob Mary John John	Q3 Q2 Q1 Q2	Simple CRM
2. Improve Productivity	2.1 Leverage SCRUM in our teams 2.2 Enhance our use of Tech 2.3 Improve personal productivity	2.1.1 Make SCRUM our tool of choice 2.2.1 Develop and implement a Tech Plan 2.3.1 Train team in Focused Execution	Trish Robert Trish	Q1 Q4 Q2	
3. Build the Team	3.1 Implement a workforce plan 3.2 Engage the team	3.1.1 Develop our workforce plan 3.1.2 Drive our succession planning 3.2.1 Improve social & team interaction	Tom Tom Tom	Q1 Q4 Q2	BBQ x 2
4. Grow Frank as a Leader	4.1 Improve Business Acumen 4.2 Lift Leadership Skills	4.1.1 Complete AICD Course 4.2.1 Create the Frank Leadership Vision	Frank Frank	Q3 Q1	AICD Fees