

INSPIRED Business Blueprint - Elegant Execution Strategy

The 4 Ms of Making It Happen

Model



What structure will be best for your business, how will you trade with your customers, and what are the resource implications of that?

Menu

What products and services are you going to offer your clients? List your top ones (up to 10) and their pricing:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Multiply

Begin with the end in mind – how are you going to scale your business to avoid the time-for-money trap and make it sustainable (and sellable)?

Maths



For each product in your Menu, what quantities can you sell and service each month or year?

No.	Qty	Price	Revenue	Time/unit	Total time
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
TOTALS					



INSPIRED Business Blueprint - Dazzling Delivery Plan

The 4 Ps of Planning for Success

Processes

Draw an overview process diagram that will ensure your customers get a consistent experience as your business grows:

Promotion

The basics of your marketing plan:

What is your core proposition? (i.e. what makes you different)

Who will you provide it to? (who are your major avatars)

Why should they buy it? (what makes you the perfect supplier for them)

How will they hear about it? (what channels will you use to reach them)

Performance

What are you “Key Performance Indicators” (KPI’s) that will tell you your business is on track? Include both activity and results measures (making sure that the activity measures are those that lead to results).

Marketing:

Sales:

Operations:

Finance:

Team:

People

What functions will you need in your business and will you employ people or outsource the work to specialists?

Product creation:

Marketing:

Sales:

Operations & customer service:

Finance: