**ANNUAL PLANNING TEMPLATE**

**Created June 202X  
  
BACKGROUND**

*[ Outline the general business context for this year’s exercise. Imagine what background a relatively new member of the leadership team might value knowing. If first time exercise, outline what the purpose of the planning exercise is.]*

*EXAMPLE: The broad direction and ultimate objectives for this year’s planning exercise is largely set. We have $XM in the bank, a target of $XXM revenue within ‘Y’ period and rough capital allocations set. i.e. CXO has her core dev team for next 12 months, $XXM marketing budget allocated.*

*The purpose of this year’s exercise is to gel the leadership group around common objectives AND use the wisdom of the group to debate key strategic questions and priorities. The board will confirm the over-arching strategy and adopt the operating plan after ensuring it aligns with our vision and strategy.*

**PROCESS** *[Example – adapt to your needs]*

*We’ll tackle the exercise in 3 phases:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PHASE** | | **Detail** | **Deadline** | **Resp.** |
| 1 | Scope & Constraints  What’s our vision?  What are our objectives over three years?  What constraints do we need to operate in? | *CEO will confirm our strategic mandate | intent for the three years ended Mar 2X with the board including our purpose, vision and high level goals.  i.e. desired market share and position.   CEO will circulate an approved scope including any constraints we need to operate under to the SLT. i.e. capital efficiency goals* | *Wed.  10 Feb* | *CEO* |
| 2 | Strategy  What are the top 4-5 things we need to do over the next 2-3 years? | *CEO and CFO will produce a strategy day info pack including background such as business model canvas and strategic prompts such as a SWOT analysis and circulate.*  *Board and SLT will meet at a facilitated offsite strategic meeting to agree the top 4-5 things we must do in next 2-3 years .* | *Thurs.  18 April* | *CEO, CFO  All to input into SWOT* |
| 3 | Operational Plans  Who does what by when – to outwork strategy and achieve our goals? | *CFO and CEO will produce an initial high level budget as a guide.*  *Each team leader will produce operating plan slides for their area - based on the outputs of the strategy session and initial budget. CEO will collate and expand into a high level operating plan presentation. Functional slides to include OKRs, strategies to achieve and top 3-4 key actions.*  *The overall plan will be presented to the board at the May meeting.* | *Thurs.  18 May* | *SLT, CEO* |

**KEY MEETINGS** *[Example – adapt to your needs]*

|  |  |  |
| --- | --- | --- |
| *Discuss strategic mandate and intent* | *CEO* | *Wed. 10 Feb* |
| *Strategic workshop – top 4-5 things in next 2-3 years* | *SLT | Board* | *Thur. 18 April* |
| *Board Presentation – share overall operating plan & budget with board* | *SLT | Board* | *Thur. 18 May* |
| *Business Presentation – share overall plan, priorities and projects to full team* | *SLT* | *July* |

**TASKS** *[Examples included – adapt to your needs]*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Phase** | **Component** | **Detail** | **Status** | **Resp.** | **Contrib.** |
| 1 | *Vision | Purpose* | *Refresh and simplify core vision and purpose* | *To do* | *CEO* | *SLT* |
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|  |  |  |  |  |
| 2 |  |  |  |  |  |
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| 3 | *Budget  – First cut* | *Draft simple budget based on:*   * *known 2 year financial target,* * *high level capital allocations decided late 20XX* * *top down revenue forecast based on recent growth rate and …* * *identify stretch target above historical trajectory* | *In progress* | *CFO* | *CEO* |
| *Team Plans* | *Each team to produce simple presentation of mission and plan for the FY22 incl. goals, resources and top 3 projects. Mktg & Sales, Product, Operations, Finance.  Present to board, receive feedback.  Present to business once approved.* | *To do* | *SLT* | *CEO* |
|  |  |  |  |  |
| *Budget - Final* | *Finalise budget with any adjustments from above steps* | *To do* | *CFO* | *CEO, SLT* |

**KEY**

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| --- | --- |
| CFO | Ben Smith |
| LT | Leadership team including both SLT and managers, team leaders; … |
| SLT | Senior leadership team: … |