



2018 Business Planning

By Brad Schow, COO, HTG

2017 is almost over. We're looking at about two months left in the year. Let me ask you a question. Did you accomplish what you needed to this year? Is your business worth more today than it was at the start of 2017? Is your business value on track to meet your needs when you decide to exit? These are all good questions and ones that you should be asking yourself.

The old adage about businesses is true – if you are not growing your dying. Throughout 2017, we've been talking about Igniting Transformation™ in your business – trying to get you serious about growing. We've asked you to define your objectives through completing your legacy and life plans. You should be able to answer, "What do you expect your business to be worth when you get out and how many years away is that date?" It ought to give you an idea of how aggressive your growth goals need to be in 2018.

Your 2018 Business Plan must clearly reflect the yearly growth you need to meet your exit objectives. It should also define the path from your 2017 to 2018 Revenue and Profit numbers you will manage. Did you catch that word – "manage" – in the last sentence? It is carefully chosen. Are you "muscling and feeling" your way to what you can produce, or have you transitioned to a more mature "manage to what good looks like" environment. If you're still in the Muscle and Feel stage, it's time to put leaders in place who will help drive business to your desired outcome in 2018. In Q1, we will discuss leadership plans and how to build those desired leaders. How you might ask? Through 2018, we're partnering with Dr. Larry Little to help us deliver HTG specific content, which will lead you through the stages of the Entrepreneurial Journey – from Muscle and Feel through to Leading to Legacy.

Transformation starts with the end in mind. For Q4 have your numbers ready. Build your one year business plan with good targets for 2018 and then let's make 2018 the year we build leaders that can help take you there. We're excited and honored to be walking with you as you grow.