



Mission

Vision

One Page Business Plan



The One Page Business Plan is a simple, practical tool designed to help business owners clearly define their strategy and turn it into focused action. Rather than creating a long, complex document that rarely gets revisited, this tool captures the essentials of the business on a single page – making it easy to understand, align around, and use day to day. It creates a clear line of sight from where the business owner wants to go, to what needs to happen next.

Vision

The Vision defines what the business owner wants the business to look like 3–5 years from now. It answers What does success look like? What kind of business do I want to be running? How big, how focused, and how sustainable should it be? This sets the long-term direction and acts as the reference point for strategic decisions.

Mission

Capturing the driving force behind the business, it clarifies:

- Why the business exists
- What motivates the owner
- What the business is really here to do

This becomes the anchor for decision-making, especially when priorities compete or the business is under pressure.

Objectives

Objectives define what must be achieved in the next 12 months to move the business closer to its vision. They turn long-term vision to short-term focus.

Objectives are typically:

- A short bullet-point list
- Clear, specific, and measurable
- Focused on outcomes, not activity

Strategies

Strategies outline how the objectives will be achieved.

- The key strategic choices being made
- What the business will focus on (and what it won't)
- Broad approaches required to hit the objectives

This is where thinking shifts from what we want to how we will get there.

Actions

Actions turn strategy into reality. This section lists:

- Specific actions that need to happen
- Who is responsible for each action
- What needs to be done now, not "someday"

Actions directly support the strategies, which support the objectives, which serve the mission and vision.

The power of the One Page Business Plan is **alignment**. It fits on one page, becoming a living document, reviewed regularly, adjusted as needed, and keeps the business focused.

