



# Sierra Technology Solutions Guest User Plan

As of January 16, 2008

## ***Mission Statement***

The mission of Sierra Technology Solutions is to create technology solutions for forward-thinking organizations.

## ***Vision***

To be known as the technology experts and resource center for small to medium-sized organizations.

### **We will do so by:**

*Need to add a description here*

## ***Core Values***

### **Our Guiding Principles are:**

- To empower and inspire entrepreneurial leaders.
- To be professional in our actions to our clients, partners and each other.
- To effectively impact the marketplace.
- To help all organizations regardless of their resource constraints.
- To have honesty, integrity and respect for all individuals.
- To continually pursue knowledge and learn.
- To practice what we teach.
- To have enjoyment and fulfillment in our work.

## ***Competitive Advantage***

- Access to University - knowledge base, academic resources, proven material and top students.
- Business network - domestic and international
- Patented Intellectual Property - interactive, integrated web-based
- Software Systems - usable, practical, actionable offerings
- Unique Team - complimentary talents/gifts; business/teaching; international experience

## ***Organization-wide Strategies***

- 2007 - Build organization for high growth through infrastructure development and training.
- 2008 - Execute a market penetration strategy to increase our top line.

# ***Financial Objectives & Corporate Goals***

## **Objective**

**Revenue Growth: Grow business 40% per year.**

<b>Corporate Goal:</b> 1.1 To generate sales of million by end of year (12-31-2008) (Administration)	<b>Measure:</b> \$ in Sales	<b>Target:</b> \$1,000,000.00
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## **Objective**

**Productivity Improvement: Maintain an acceptable ROI on all projects.**

<b>Corporate Goal:</b> 2.1 To increase average billable hour factor. (11-1-2008) (Administration)	<b>Measure:</b> \$ per billable hour	<b>Target:</b> \$150.00
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<b>Corporate Goal:</b> 2.2 To fund online product development with a stated percentage of monthly net profit (10-31-2008) (Administration)	<b>Measure:</b> % complete	<b>Target:</b> 100%
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# Customer Objectives & Corporate Goals

## Customer Groups

## Needs and Characteristics

**Experienced Entrepreneurs** Has an existing system in place. Needs minimal to maximum coaching through the package selection process and installation. Willing to hire someone. Willing to commit time, money and staff. Willing to be facilitated throughout the process.

**Novice Entrepreneurs** Needs a quick solution to focus and guide their business. Needs a tool to get started. Want a self-support product. Desire to move their business to the next level. Ready to commit time and money to their information systems. Do it-yourselfers. Not necessarily sole-proprietors. Needs to be easy, practical and simple. Linear use. Do it and it is done. More than 5 employees. Established business. Located in US. Perceived lack of need. Size of market: # of Small Businesses: 5.5 million (between 3-100 employees) # of Sole Proprietors: 17 million # of Women-Owned Business: 34% (of the above two figures) # of Reno Businesses: 7,000 (possible targets)

## Objective

### Novice Entrepreneurs

**Corporate Goal:** 3.1 Obtain one new client per day who has purchased Basic Package. (8-31-2008) (Customer Service) **Measure:** # of Basic Packages **Target:** 30

Action Items/Department Goals	Person Responsible	Start Date	End Date
3.1.1 Hold focus group to discuss value and pricing for Basic Package.	(Customer Service)	1-1-2008	9-30-2008
3.1.2 Explore and research habits of Novice Entrepreneurs to determine how best to deliver	(Customer Service)	1-1-2008	6-30-2008

**Corporate Goal:** 3.2 Develop understanding of technological issues. (9-30-2008) (Customer Service) **Measure:** % complete **Target:** 100%

Action Items/Department Goals	Person Responsible	Start Date	End Date
3.2.1 Send email blast to existing customers to explore their unique requirements new software solutions.	(Customer Service)	7-31-2008	8-31-2008

## Objective

### Experienced Entrepreneurs

**Corporate Goal:** 4.1 Obtain 4 new clients per month who have purchased Premium Software package. (8-31-2008) (Customer Service) **Measure:** # of Premium Packages **Target:** 4

Action Items/Department Goals	Person Responsible	Start Date	End Date
4.1.1 Do email blast to Experienced entrepreneurs to explore their commitment of resources and time.	(Customer Service)	7-1-2007	7-29-2008
4.1.2 Explore methods to distribute access to new software	(Web Specialists)	8-1-2007	7-30-2008

**Corporate Goal:** 4.2 To provide increased value to all existing online customers to enhance "stickiness." (9-15-2008) (Customer Service) **Measure:** Retention rate of current customers **Target:** 65%

Action Items/Department Goals	Person Responsible	Start Date	End Date
4.2.1 Hold online focus group to explore pricing and value of Premium package	(Customer Service)	1-1-2007	6-30-2007
4.2.2 Web site – updated monthly, Google ad words - ongoing, direct mail based on in-house lists - 1 newsletter, 2 promo pieces	(Web Specialists)	8-1-2007	1-30-2008

# Operational Objectives & Corporate Goals

## Objective

**Product Management: All web-based strategic planning sites and supporting products meet operational excellence guidelines**

**Corporate Goal:** 5.1 To develop webinars (9-30-2007) (IT Group)      **Measure:** # of webinars per month      **Target:** 4

Action Items/Department Goals	Person Responsible	Start Date	End Date
5.1.1 Develop 15 minute "Basic Package" presentation	(Customer Service)	1-1-2007	3-31-2007
5.1.2 Develop 30 minute "Premium Package" presentation	(Web Specialists)	1-1-2007	4-30-2007
5.1.3 Schedule Webinars on an ongoing basis.	(Web Specialists)	1-1-2007	6-30-2007

**Corporate Goal:** 5.2 To finalize New Software Plan with summary statistic pages. (6-30-2007) (Web Specialists)      **Measure:** % complete      **Target:** 100%

Action Items/Department Goals	Person Responsible	Start Date	End Date
5.2.1 Develop quantitative basis for all benchmarks.	(Customer Service)	1-1-2007	6-30-2007
5.2.2 Write and edit content for Software Intro.	(Web Specialists)	1-1-2007	7-31-2007
5.2.3 Have new software programmed.	(IT Group)	1-1-2007	8-31-2007

**Corporate Goal:** 5.3 Update software "how-to" books. (11-30-2007) (Customer Service)      **Measure:** # of books updated      **Target:** 3

Action Items/Department Goals	Person Responsible	Start Date	End Date
5.3.1 Accumulate and synthesize all corrections and revisions for books.	(Customer Service)	1-1-2007	9-30-2007
5.3.2 Hire editor/writer for updates.	(Customer Service)	1-1-2007	9-30-2007

**Corporate Goal:** 5.4 Optimize websites by end of the year (12-31-2007) (Web Specialists)      **Measure:** # of websites optimized      **Target:** 3

Action Items/Department Goals	Person Responsible	Start Date	End Date
5.4.1 Hire outside vendor to assess system and provide recommendations	(Web Specialists)	1-1-2007	9-30-2007
5.4.2 Optimize system in-house based upon recommendations of	(Web Specialists)	1-1-2007	11-30-

vendor.			2007
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**Objective**

**Operations Management: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.**

**Corporate Goal:** 6.1 Set up computers to be accessed from any destination. (12-31-2007) (Customer Service)

**Measure:** # of computers

**Target:** 5

Action Items/Department Goals	Person Responsible	Start Date	End Date
6.1.1 Investigate international access requirements.	(IT Group)	1-1-2007	10-31-2007
6.1.2 Purchase necessary software/hardware or make arrangements with an internet service provider for virtual access.	(IT Group)	1-1-2007	12-31-2007

**Corporate Goal:** 6.2 Define all procedures and process in writing in order to support projected growth. (12-31-2007) (Administration)

**Measure:** # of process in writing.

**Target:** 100%

Action Items/Department Goals	Person Responsible	Start Date	End Date
6.2.1 Write down steps for accounting and marketing system.	(IT Group)	1-1-2007	12-31-2007

**Objective**

**Technology Management: Continue to develop technology innovation.**

**Corporate Goal:** 7.1 Develop version #2 of the web-based planning system. (11-30-2007) (IT Group)

**Measure:** Accomplishment

**Target:** 100%

Action Items/Department Goals	Person Responsible	Start Date	End Date
7.1.1 Map out entire new version including all revision thoughts.	(Web Specialists)	1-1-2007	5-31-2007
7.1.2 Hire a vendor to re-program system based upon at least 3 proposals.	(IT Group)	8-1-2007	8-31-2007

**Objective**

**Community Involvement: Establish a program that contributes 10% of net profit and staff time.**

**Corporate Goal:** 8.1 Develop an effective scholarship program for socially/community focused entrepreneurs. (12-31-2007)  
 (Administration) **Measure:** Accomplishment **Target:** 100%

Action Items/Department Goals	Person Responsible	Start Date	End Date
8.1.1 Research existing scholarship programs from other companies.		1-1-2007	12-31-2007
8.1.2 Synthesize best programs available into one that fits our parameters.	(IT Group)	1-1-2007	12-31-2007

**Objective**

**Customer Management: Execute and maintain a CRM process that is producing results**

# People Objectives & Corporate Goals

## Objective

**Training: Continue to learn and adopt best practices about strategy and strategic planning.**

**Corporate Goal:** 10.1 Create strategic planning library and resource center (7-2-2007) (Web Specialists)      **Measure:**      **Target:**

Action Items/Department Goals	Person Responsible	Start Date	End Date
10.1.1 Research strategic planning recommended reading list, best practices	(Administration)		6-29-2007

**Corporate Goal:** 10.2 Attendance at best practice conference by management. (12-31-2007)      **Measure:** actual attendance per year      **Target:** 1

Action Items/Department Goals	Person Responsible	Start Date	End Date
10.2.1 Research information technology conferences and workshops available this year.	(IT Group)	1-1-2007	2-1-2007
10.2.2 Circulate list of conferences and workshops and get commitment from all management personnel.	(IT Group)	2-1-2007	2-15-2007

## Objective

**People: To be the employer of choice in our field.**

**Corporate Goal:** 11.1 Retain services of public relations firm to develop industry presence (7-31-2007) (Administration)      **Measure:** % completed      **Target:** 100

Action Items/Department Goals	Person Responsible	Start Date	End Date
11.1.1 Create formal request for bids from local, state, regional public relations firms	(Administration)		6-8-2007

**Corporate Goal:** 11.2 To support individual staff personal development plans. (7-31-2007) (Administration)      **Measure:** % of staff with plans.      **Target:** 100%

Action Items/Department Goals	Person Responsible	Start Date	End Date
11.2.1 Research facilitation training programs.	(Customer Service)	1-1-2007	6-30-2007
11.2.2 Have all staff complete a 3 year development plan.	(Customer Service)	1-1-2007	7-31-2007

**Objective**

**Culture: To align incentives and employee reward with staff performance.**

**Corporate Goal:** 12.1 Increase the number of innovative ideas through an incentive program. (9-30-2007) (Administration)      **Measure:** # of innovative ideas implemented.      **Target:** 5

<b>Action Items/Department Goals</b>	<b>Person Responsible</b>	<b>Start Date</b>	<b>End Date</b>
12.1.1 Develop a program to encourage ideas from everyone.	(Customer Service)	1-1-2007	9-30-2007
12.1.2 Throw a party to kick off incentive program.	(Customer Service)	1-1-2007	9-30-2007

## ***Plan Implementation***

**The following are actions we will take to implement the strategic plan on an ongoing basis:**

- Appoint a strategic plan manager
- Hold people accountable
- Put in place an incentive compensation plan
- Coach for achievement
- Empower managers
- Hold effective strategy meetings - first Mondays
- Hold annual retreat - second week in December