

Strategic Plan

Core Values	1. Work like it matters, because it does. 2. Own the outcome, together. 3. Foster healthy relationships		3-Year Picture
Core Focus	Increase market share via distribution, acquisition, and retention.		
Vision	Become a software solutions company that makes everyday work better.		
Ideal Customers	Small and medium sized restaurants and retailers looking for in person and online business technology.	Businesses looking for financial technology to sell on their own or to refer their customers and clients to.	

Overview | Plan on a Page

Objectives

The Why...

The outcome you're in pursuit of. Directionally orients the work.

These start with verbs.

(Updated Annually)

Goals

What success looks like...

These are quantifiable measurables that should result from the priorities.

(Updated Annually)

Priorities

The What...

These are projects or initiatives that are the most important work in direct support of the objectives.

These are nouns... Project names.

(Updated 1H/2H each yr)

Strategy

The How...

The choices you're making in your approach to achieve the goals.

(Updated 1H/2H each yr)

Rocks

Rocks...

These are the chunks of work that support the goals.

Are written in a way that it's either done or not done at the end of the quarter.

Has an owner.

(Updated quarterly)

Roadblocks, Risks, Dependencies

What's in the way...

These are what make things complicated or could prevent completion of the rocks.

(Updated quarterly)