

Company Name _____

One Page Business Plan Scorecard

Date _____

Rate each of these elements on a scale of 1 to 10; 1 = disaster, 10 = brilliantly successful

What's Working in Your Business?

1. Sales	N/A	1	2	3	4	5	6	7	8	9	10
2. Human Resource Management	N/A	1	2	3	4	5	6	7	8	9	10
3. Planning and Budgets	N/A	1	2	3	4	5	6	7	8	9	10
4. Expense Control	N/A	1	2	3	4	5	6	7	8	9	10
5. Marketing & New Products	N/A	1	2	3	4	5	6	7	8	9	10
6. Technology	N/A	1	2	3	4	5	6	7	8	9	10
7. Employees & Subcontractors	N/A	1	2	3	4	5	6	7	8	9	10
8. Strategic Alliances/Vendors	N/A	1	2	3	4	5	6	7	8	9	10
9. Quality & Safety	N/A	1	2	3	4	5	6	7	8	9	10

Total Score: _____

What's Working in Your Business Sales & Marketing Programs?

1. Know & Understand our Ideal Client	N/A	1	2	3	4	5	6	7	8	9	10
2. Compelling Product & Service Offerings	N/A	1	2	3	4	5	6	7	8	9	10
3. Effective Marketing System that Attracts our Ideal Clients	N/A	1	2	3	4	5	6	7	8	9	10
4. Pricing Policies that Attract Ideal Clients & Produce Excellent Margins	N/A	1	2	3	4	5	6	7	8	9	10
5. Effective Customer Service Systems	N/A	1	2	3	4	5	6	7	8	9	10
6. Strong Strategic Alliances	N/A	1	2	3	4	5	6	7	8	9	10
7. Effective Advertising, Promotions, Events Seminars	N/A	1	2	3	4	5	6	7	8	9	10
8. Compelling Web Site & Collateral Materials	N/A	1	2	3	4	5	6	7	8	9	10
9. Sales & Marketing Activity Tracking Systems	N/A	1	2	3	4	5	6	7	8	9	10
10. Effective Project & Cost Controls	N/A	1	2	3	4	5	6	7	8	9	10

Total Score: _____

What's Working in Your Business Planning & Controls?

1. Post Audits (projects & programs)	N/A	1	2	3	4	5	6	7	8	9	10
2. Project & Program Controls	N/A	1	2	3	4	5	6	7	8	9	10

Total Score: _____

What's Working in your Business Financial Health?

1. Gross Margins	N/A	1	2	3	4	5	6	7	8	9	10
2. Pricing, discounts, promotions	N/A	1	2	3	4	5	6	7	8	9	10
3. Cost of sales: product/service/programs	N/A	1	2	3	4	5	6	7	8	9	10
4. Operating Costs	N/A	1	2	3	4	5	6	7	8	9	10
5. Cash Availability/Liquidity	N/A	1	2	3	4	5	6	7	8	9	10

Total Score: _____

Grand Total Score _____

Note - This Scorecard is adapted from The One Page Business Plan by Jim Horan
The One Page Business Plan workbook is available on Amazon.com