WORKSHEET

FIVE PLANNING CHOICES

SMART ENTREPRENEURS

ARE **MAKING** RIGHT NOW

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Intro

Use this worksheet to slow down and clarify what truly matters as you plan ahead.

1. DIRECTION

What does success look like for your business in the next one to three years?

2. TRENDS

Which three changes in your industry or market matter most to you, and why?

3. MISSION

Write your mission in one clear sentence that feels true today.

4. FOCUS

List your top five initiatives. Cross out anything that doesn't support your direction.

5. MEASURE

What single measure tells you your plan is working?

Conclusion

Good planning isn't about control. It's about clarity. When you know what matters, decisions become easier.

Plans are less important than the thinking that creates them.

Dwight D. Eisenhower