

Five-Year Goals

Revenue & Profit Target

Year-by-Year Growth (comparison to historical growth rate)

Breakdown of Revenue at Target

- By locations
- By market segments
- By key customers

Key Business Strategies

- Anticipated market trends and changes
- Evaluation of new markets
- New product development
- Key elements of sales & marketing plan
- Competitive impact & opportunities

Structural Changes

- Employees
 - Increase in employees
 - Additional managers and executives
 - Org chart of the future
 - Key people strategies – hiring, retaining, development
- Physical
 - Additional or larger location
 - Key factors
- Equipment/Technology
 - Major additional equipment needs
 - Hardware/Software opportunities to impact productivity
 - Internet strategy

Leadership

- Key changes in CEO role
- Other key leadership needs
- Succession planning

Discussion Points/Questions

- Goal aggressive enough? Over the top?
- What are the 3-4 critical hurdles to reaching the five-year goal?
- What's the biggest shift in thinking or behavior that needs to be made?