



Interview



blog.guykawasaki.com/2007/07/how-to-write-a-.html

©2008 Timothy J. Berry. All rights reserved.

The Blog Post

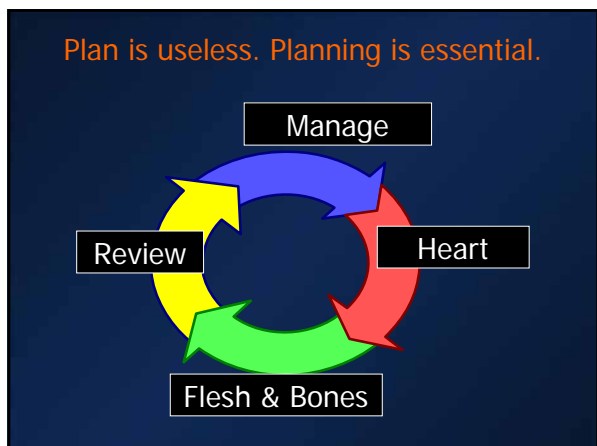


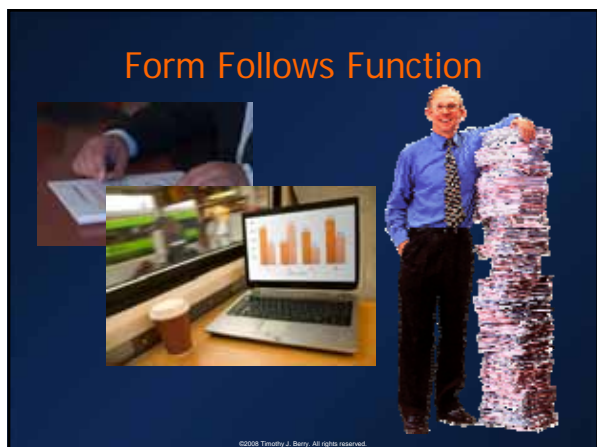
blog.timberry.com

The Plan-as-you-go Business Plan

WHAT'S DIFFERENT?

©2008 Timothy J. Berry. All rights reserved.







Assumes Rapid Change



©2008 Timothy J. Berry. All rights reserved.

Builds Accountability

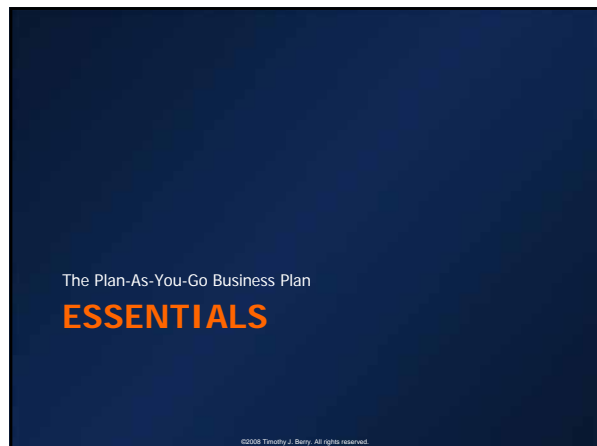


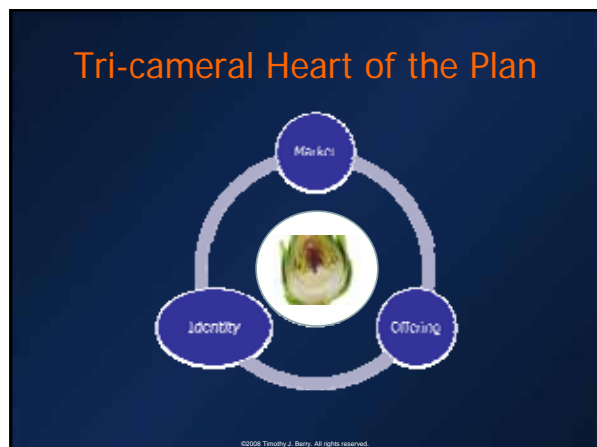
©2008 Timothy J. Berry. All rights reserved.

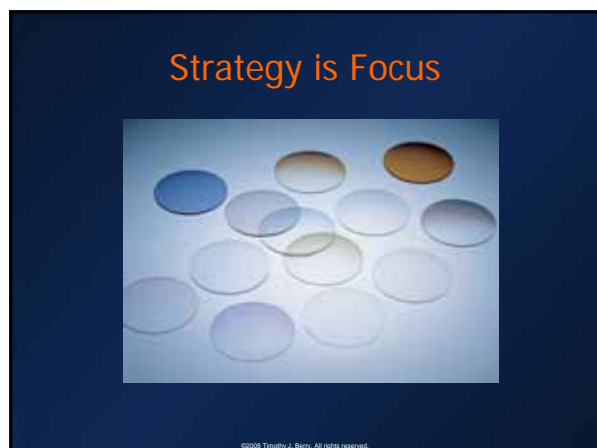
Separates Plan from Background



©2008 Timothy J. Berry. All rights reserved.







Flesh & Bones of the Plan

- Assumptions
- Review schedule
- Metrics
- Who does what
- When
- How much



©2008 Timothy J. Berry. All rights reserved.

Dress It As Needed



©2008 Timothy J. Berry. All rights reserved.



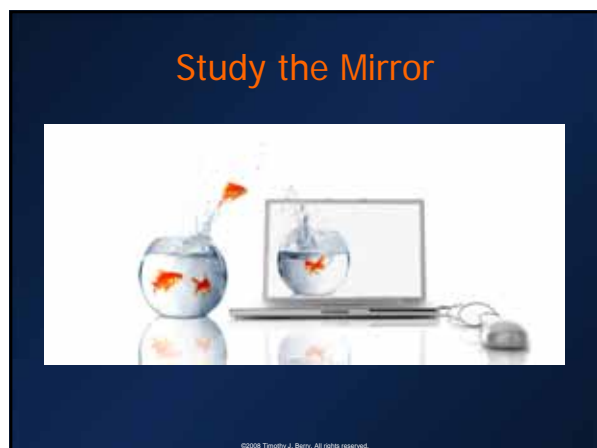
The Plan-As-You-Go Business Plan

THE HEART OF THE PLAN

©2008 Timothy J. Berry. All rights reserved.







Core Competence



A billboard advertisement for 'Core Competence' is shown against a city skyline. The billboard has three signs: a white sign on the left that says 'Technical Excellence', a yellow sign in the center that says 'Segment Expertise', and a grey sign on the right that says 'Lowest Price! Always! We Will Match Anybody!'. The background shows a city with tall buildings under a blue sky.

©2008 Timothy J. Berry. All rights reserved.

SWOT

Strengths	Weaknesses
Opportunities	Threats

©2008 Timothy J. Berry. All rights reserved.

Know Your Market



A close-up photograph of a green vegetable, possibly a fennel bulb, showing its layered, fringed structure. The vegetable is green with some purple at the base. The background is white.

©2008 Timothy J. Berry. All rights reserved.

Profile Your Ideal Targets



©2008 Timothy J. Berry. All rights reserved.

Count, Cut, Divide into Segments



©2008 Timothy J. Berry. All rights reserved.

How Many, Who, Where



©2008 Timothy J. Berry. All rights reserved.

Your Organizational Offering



©2008 Timothy J. Berry. All rights reserved.

A Market Need



©2008 Timothy J. Berry. All rights reserved.

Don't Kid Yourself



©2008 Timothy J. Berry. All rights reserved.

Solve the Need; Meet the Wants



©2008 Timothy J. Berry. All rights reserved.

Strategy is Focus



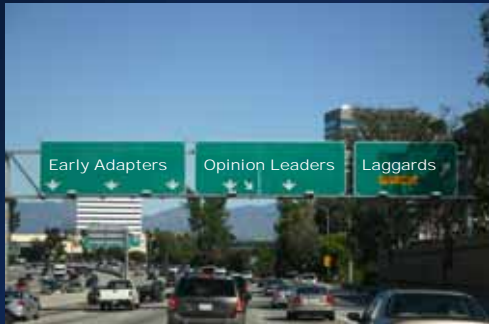
©2008 Timothy J. Berry. All rights reserved.

Your Specific Keys to Success



©2008 Timothy J. Berry. All rights reserved.

Focus on Well-defined Targets



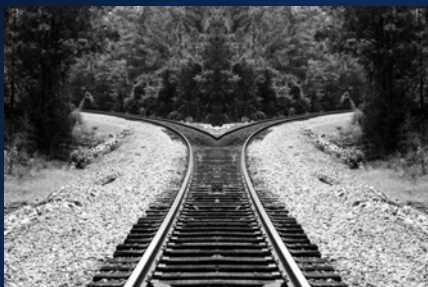
Knobs You Can Turn



Understand Displacement



Tough Decisions



©2008 Timothy J. Berry. All rights reserved.



The Plan-As-You-Go Business Plan

FLESH AND BONES OF THE PLAN

©2008 Timothy J. Berry. All rights reserved.

Do the Review Schedule First



©2008 Timothy J. Berry. All rights reserved.

Identify Important Assumptions



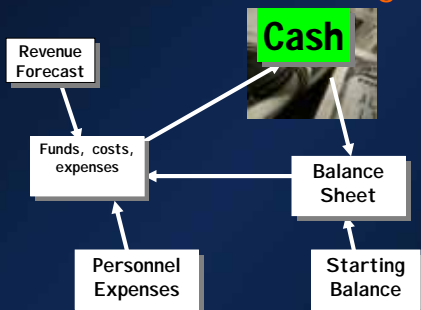
©2008 Timothy J. Berry. All rights reserved.

Develop Metrics



©2008 Timothy J. Berry. All rights reserved.

Plan the Funding



©2008 Timothy J. Berry. All rights reserved.

Match Tasks to Owners



©2008 Timothy J. Berry. All rights reserved.

Set Expectations and Follow Up



©2008 Timothy J. Berry. All rights reserved.

The Plan-As-You-Go Business Plan

IMPORTANT PRINCIPLES

©2008 Timothy J. Berry. All rights reserved.

Get Going. Don't Wait.



©2008 Timothy J. Berry. All rights reserved.

Planning not Accounting



©2008 Timothy J. Berry. All rights reserved.

Form Follows Function



©2008 Timothy J. Berry. All rights reserved.

Keep Assumptions on Top



©2008 Timothy J. Berry. All rights reserved.

Business Plans Are Never Right




©2008 Timothy J. Berry. All rights reserved.

... They are Vital Management Tools



©2008 Timothy J. Berry. All rights reserved.

Follow Your Tracks



©2008 Timothy J. Berry. All rights reserved.

Avoid 'Crystal Ball and Chain'



©2008 Timothy J. Berry. All rights reserved.

A Good Business Plan is Never Done



©2008 Timothy J. Berry. All rights reserved.

The Plan-As-You-Go Business Plan

**RESOURCES, Q&A,
DISCUSSION**

©2008 Timothy J. Berry. All rights reserved.

My Blogs

 **Planning Startups Stories**
Tim Berry on business planning, starting and growing your business, and having a life in the meantime

<http://blog.timberry.com>

 **Up and Running**
Starting your business with growth at hand

<http://upandrunning.entrepreneur.com>

©2008 Timothy J. Berry. All rights reserved.

Related Websites

- www.timberry.com
- www.paloalto.com
- www.bplans.com

©2008 Timothy J. Berry. All rights reserved.