

Strategy

Disruptive Business Plan

The Brains and Body of Your Strategy



Disruptive Business Plan

A Business Plan describes the rationale of how an organization creates, delivers and captures value.

Business Model

A Business Plan Includes a Business Model

- Assumptions
- Set to Numbers

Disruptive Business Plan

- Free can be Disruptive
- Expensive can be Disruptive

To Delivering Value People Want

You Must Change Your Thinking



Your Catalyst

- Don't think you are going to change your customers—think you are going to help them!**

To be truly effective the Disruptive Business Plan must be **THEM** oriented or **Customer Centric** vs **YOU** oriented or **Company Centric**.

Customer Centric

- What does our customer need done- and how can we help
- How do they prefer to be addressed
- How do we fit into their routines
- What relationship do they expect us to establish with them
- What value are they willing to buy

Company Centric

- What can we sell our customer
- How can we reach them most efficiently
- What relationship do we need to establish with them
- How can we make money from them

Empathy Mapping

- See Them
- Hear Them
- Think and Feel Them
- What do They Say and Do
- Pain
- Gain

Development - Mktg & Sales

- Customer Segments
- Value Proposition
- Marketing Channels
- Relationship Expectations
- Revenue Streams

Production of Product or Service

- Key Resources
- Key Activities
- Key Partnerships

Infrastructure

- Cost Structure
- Support Services

Other Answers

- Financial Viability
- Inspired Team
- Resourced Needed

Business Plan is HOW

- You Serve Your Purpose and Create Value
- Your History
- Current Overview
- Market Size
- Development Descriptions
- Your Unit Economics
- Core Competencies
- How Unique
- Competitive Analysis



Your Catalyst

▲ Your Business Model becomes the objective future view of your Business Plan. It gives specific targets and tactics to help you achieve your Heroic Hopes!

Business Model

PUT NUMBERS TO:

- Assumptions
- Environment
- Internal Assessment
- External Assessment
- Objectives
- Strategies & Tactics