

Navigator Siness lanning

— SYSTEM

SONARY STRA

CHART YOUR COURSE

LIGHTHOUSEVISIONARY.COM



Welcome

Welcome to Lighthouse's specially designed Navigator Business Planning System.

The main purpose of this process is for you to chart your own unique business path. Unlike most other methodologies, the end result will be a deep yet concise business plan that you will use.

As Lighthouse's Founder, I will coach you through using the Navigator System as a platform to plan your business. The high-level Business Master Action Plan (MAP) will serve as a snapshot of your purpose, foundation and business objectives. From there, we will work together to take things much deeper by building dashboards with specific goals, strategies and tactics. And if you are a solopreneur, you will find tools to craft your personal path too.

The result? Logical and comprehensive plans that can be a beacon for your business for years to come. And as your coach, this journey will include small business advice, a bounty of resources and tools, follow up and checkpoints to keep you on track and accountable.

Two key things to remember: I don't do 'cookie cutter' approaches and this is not a linear path. We will dance around the areas a bit and you can count on a journey that will suit your unique needs.

Let's get started.

U

Cathy Goddard

Lighthouse Visionary Strategies

MASTER ACTION PLAN

Business Map

THE PILLARS — YOUR BEACON

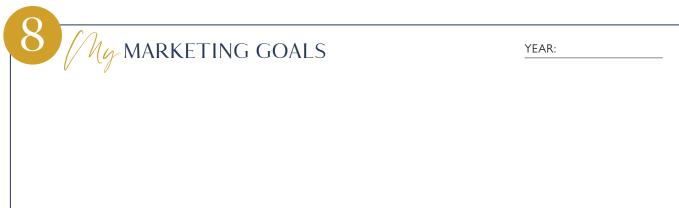
	ON STATEMENT
VALUES Using the values exercise provided, identify your top COMPANY values and record them below. 1. 2. 3. 4. 5.	MyTheme
My B.I.G. BUSINESS OBJECTIVES Bold, Innovative and Gratifying. YEAR:	

FINANCIAL HEALTH — YOUR VISIBILITY

My FINANCIAL GOAL(S)	YEAR:

SALES & MARKETING — YOUR ANCHOR

7 My SALES GOALS	YEAR:



My OPERATIONS GOALS	YEAR:

FINANCIAL KNOWLEDGE IS THE KEY TO MAKING FINANCIAL PROGRESS

Financial Dashboard

My INCOME STRI	EAMS FOR 20 List maximum of 5 revenue goal, cost	income streams with breakdown.
Income Stream; Revenue Goals (A) le. Consulting Work \$XXXX, Workshop Facilitation \$XXXX, etc	Projected Cost Breakdown (annual costs per each income stream – ie. Website development, ecommerce fees, etc)	Total Projected Costs (B)
1.	<u> </u>	
2.		
3.		
4.	-	
Total (A):		Total (B):

My BACK END C	OST PROJECTI	ION
osts of Doing Business (C) I Phone \$XXXX, Office Rent \$XXXX,	etc.) Not specifically related t	o Income Stream Projections
		Estimated Total (C):

3 My TOTAL REVENUE/COSTS/INCOME Take (A), (B), (C) from above and insert below

	20 Actual	20 Projected
Total Revenue		(A) =
Total Expenses/Costs		(B) + (C) = (D)
Annual Income		(A) - (D) =

Together, we will formulate your Financial Goal(s) from this dashboard and then record your final Business M.A.P on page 5-7.

4	PARKING	LO

	re Gro ams for				
50100	11113 101	HCX	,	cai s)	