



Lighthouse

Navigator
Business Planning

— SYSTEM —

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.

Cathy Goddard

Lighthouse Visionary Strategies

Business Map

THE PILLARS — YOUR BEACON

1 MISSION STATEMENT

2 VISION STATEMENT

3 VALUES

Using the values exercise provided, identify your top COMPANY values and record them below.

1. _____
2. _____
3. _____
4. _____
5. _____

4 *My*Theme

5 *My* B.I.G. BUSINESS OBJECTIVES

Bold, Innovative and Gratifying.

YEAR: _____

6 *My* FINANCIAL GOAL(S)

YEAR: _____

7 *My* SALES GOALS

YEAR: _____

8 *My* MARKETING GOALS

YEAR: _____

9 *My* OPERATIONS GOALS

YEAR: _____

FINANCIAL KNOWLEDGE IS THE KEY
TO MAKING FINANCIAL PROGRESS

Financial Dashboard

1 *My* **INCOME STREAMS FOR 20__** List maximum of 5 income streams with revenue goal, cost breakdown.

| Income Stream; Revenue Goals (A) | Projected Cost Breakdown | Total Projected Costs (B) |
|---|--|---------------------------|
| ie. Consulting Work \$XXXX, Workshop Facilitation \$XXXX, etc | (annual costs per each income stream – ie. Website development, ecommerce fees, etc) | |
| 1. _____ | _____ | _____ |
| 2. _____ | _____ | _____ |
| 3. _____ | _____ | _____ |
| 4. _____ | _____ | _____ |
| 5. _____ | _____ | _____ |
| Total (A): _____ | | Total (B): _____ |

2 *My* **BACK END COST PROJECTION**

The Costs of Doing Business (C)
(ie. Cell Phone \$XXXX, Office Rent \$XXXX, etc.) Not specifically related to 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) = _____ |

4 **PARKING LOT**
Future Growth & Income Streams for next 1-3 years)

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