



Compurecycling Center, Inc.

501(c)(3) NonProfit Agency * Mississippi Registered Charity

P O Box 4135 Greenville, MS 38704

Growing

Connecting

Supporting

Website: compurecyclingcenter.org Email: compurecyclingcenter@gmail.com

Telephone: 662 822 5751

Fax: 662 335 2013

5 Simple Ways to Start Planning Your 2021 Small Business Goals

Build Your Support Team with Delta Business Alliance (DBA)

compurecyclingcenter.org/joindba

12/26/2020

No one could have predicted the events that unfolded in 2020. COVID-19 and the subsequent economic crisis challenged entrepreneurs in unimaginable ways. And as COVID-19 continues to impact businesses everywhere, there are still questions and unforeseen challenges ahead. Despite this, savvy small business leaders know future planning is a key component in ongoing success.

While the pandemic has introduced new obstacles, there are ways to take lessons learned in 2020 and incorporate them into a strategic small business plan for 2021. With this in mind, our DBA team will outline five steps you can use to start planning for the new year.

DBA Step 1 Recommendation: Look at your Vision & Long-term Goals

According to Gene Finley, Director of Delta Business Alliance, “The first step in any strategic plan involves looking at the long-term vision and goals for your small business. By taking the time to analyze your vision, you allow yourself to step back and identify how your business needs to shift over time to hit your goals versus looking for short-term solutions.”

It’s important to remember where you’re heading and why. Your vision should act as your north star. When you’re setting goals, they should be in pursuit of that end destination. Although things may have shifted over the last few months, *your vision is still your vision*. The timeline may have extended, but you should still be working toward the same end goal.

If you don’t already have a *clear vision* or feel yours is outdated, it might be time to take another look, schedule a checkup meeting with our DBA team.



Compurecycling Center, Inc.

501(c)(3) NonProfit Agency * Mississippi Registered Charity

P O Box 4135 Greenville, MS 38704

Growing

Connecting

Supporting

Website: compurecyclingcenter.org Email: compurecyclingcenter@gmail.com

Telephone: 662 822 5751

Fax: 662 335 2013

DBA Step 2 Recommendation: Set your annual goals

According to Director of Delta Business Alliance, “Be specific and clear when deciding what do you need to accomplish in 2021 to achieve your vision?”

Identify 1-2 overarching goals for your business. Do you want to launch/expand a new product or service? Do you want to recruit/retain 20 new people? Write down 1-2 things you need to accomplish next year to help you achieve your long-term vision.

When setting your goals, remember to choose SMART goals (i.e., Specific, Measurable, Achievable, Realistic, and Timely) that are measurable and easy to track. For example, a little know business trick “Increase sales by 10% in the next two months is easier to measure than increasing revenue.”

DBA Step 3 Recommendation: Identify the USP’s you’ll use to track your success

When finalizing your small business goals, you will want to identify your Unique Selling Positions (USP) you will use to track the success of your goals. What makes your products/service delivery method unique and stand out?. Metrics are an excellent way to measure progress over time and understand what is working and why.

DBA Step 4 Recommendation: Prioritize your initiatives

Once you have 3-4 big rock items, and you know how you plan to measure their success, brainstorm 4-5 strategic initiatives you can use to achieve those goals. Once you’ve identified 4-5 for each goal, you need to prioritize. Consider your resources, including FREE consultations for all DBA Members and prioritize each initiative accordingly. Remember, over a year, the best small businesses will accomplish 2-3 initiatives per goal; depending on the size of your enterprise, you might be able to accomplish more, but as a rule of thumb, 2-3 initiatives per goal is an excellent place to we suggest you start.



Compurecycling Center, Inc.

501(c)(3) NonProfit Agency * Mississippi Registered Charity

P O Box 4135 Greenville, MS 38704

Growing

Connecting

Supporting

Website: compurecyclingcenter.org Email: compurecyclingcenter@gmail.com

Telephone: 662 822 5751

Fax: 662 335 2013

DBA Step 5 Recommendation: Build your strategy to implement each initiative

According to Director of Delta Business Alliance, "Now that you have your goals and objectives, and you know what you are working towards (your vision), it's time to identify the strategy and plan on how you will implement these initiatives." It's best to break it down to a weekly schedule that you can revisit throughout the year to ensure you stay on track.

Here is an **example** of how you can break down your goals to hit your desired yearly revenue goal. For argument's sake, let's say you have a 3-year vision of hitting \$200K in revenue; how much do you need to make in 2021 to be on track for that goal?

2021 – \$100K

2022 – \$150K

2023 – \$200K

Projected Revenue Goal

Projected Revenue Goal

Projected Revenue Goal

Once you have those numbers, let's break it down further. What do you need to make next year to make it happen? What do you need to get there on there on a monthly, weekly, and daily basis?

The most common metrics to break down are leads for marketing, sales transactions, and conversions (converted leads to sales), as well as people and resources needed to achieve your revenue goal.

Here is an example:

2021- \$ 100,000

average sale size – \$500

Year – 500 transactions (average sale size/revenue goal)

Month – 42 transactions (Number of sales needed/12 months)

Week – 10 transactions (average sale size/52 weeks)

Day – 2 transactions (Number of sales needed a week/5 days)

Projected Revenue Goal

This breakdown is where we believe the magic starts to happen as you realize what will work or what needs to shift in the business to get to that level you desire.



Compurecycling Center, Inc.

501(c)(3) NonProfit Agency * Mississippi Registered Charity

P O Box 4135 Greenville, MS 38704

Growing

Connecting

Supporting

Website: compurecyclingcenter.org Email: compurecyclingcenter@gmail.com

Telephone: 662 822 5751

Fax: 662 335 2013

Once you get down to the day, you can choose to take it a step further by determining how many calls or meetings each person on your sales team needs, then how many prospects they need to schedule a meeting, and so on. Once you have this framework, you can start seeing how your techniques will come into play.

Developing a plan for your small business is a necessary way to break your goals into digestible, achievable actions to keep your business on track. Apply this framework to your small business and see how much simpler your big bold goals feel.

If you're not sure where to start, you don't have to go at it alone. Schedule a [free hour session](#) with DBA to dig into your small business to uncover bottlenecks and develop a roadmap based on where you are in your small business and where you would like to be. With this roadmap, you'll have a tangible plan you can implement to reach your long-term goals and jumpstart your small business in 2021!.

