



## **Dare to Create a Business Plan**

It is not how it is written or what it looks like that matters.

What matters is how it makes you feel while you are creating and using it.

Common traits of a good business plan are that it is

- Accessible
- Meaningful
- Informal
- Intuitive
- Flexible
- Just Beyond Doable
- Believable
- Future Focused
- Measurable

Environments where good plans thrive are

- Playful
- Safe for Failure
- Quick to Celebrate Success

In hindsight... the good ones tell a story.



## The components of my business plan – or North Star Map

- The Soul of My Business
  - Vision
  - Mission
  - Meaningful Words
    - Strengths
    - Core Values
    - Desired Feelings
  
- The Heart of My Business
  - Strategies
  - Plans
  
- The Bridge between Heart and Soul
  - Vision Board

“When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid.” – Audre Lorde



## *Example: North Star Map 1.0 – Set Intention & Invite Intuition to Play*

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- **The Soul of My Business**
  - **Vision** – Didn't have one yet!
  - My **Mission** is to find out if I want to be a coach or if I just need one. I want to replace my restlessness and discontent with meaning.
  - **Meaningful Words**
    - When at all possible, I will play to my strengths which are:
      - Helping others find the strengths in themselves
      - Knowing when change is good
      - Helping others grow through change.
      - I can run a business.
    - When I make plans or take action, I will make sure they are in line with my core values, which are: Integrity, Love, Meaning
    - And encompass the feelings that I crave: Freedom, Health, Peace
- **The Heart of My Business**
  - **Strategies & Plans**
    - Attend Martha's SBS Seminar and feel her energy.
    - Decide whether to sign up for LCT. Even if I don't become a coach, the skills will help at work.
    - Be open to the Universe and listen for signs
- **The Bridge between Heart and Soul**
  - Vision Board – Didn't have one!



## *Example: North Star Map 2.0 – Created Synchronicities & Magic*

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- **The Soul of My Business**
  - **Vision**
    - Endgame written for my coaching practice.
    - Exit vision written for how I wanted to feel when I left my job.
  - My **Mission** is to follow my calling:
    - To leave my work a better place than I found it.
    - To help women end the war in their heads against food and their body.
  - **Meaningful Words**
    - When at all possible, I will play to my strengths which are:
      - Helping others find the strengths in themselves
      - Knowing when change is good
      - Helping others grow through change.
      - I can run a business.
      - I am a **Quick Start**.
    - When I make plans or take action, I will make sure they are in line with my core values, which are: **Integrity, Love, Meaning**
    - And encompass the feelings that I crave: **Freedom, Health, Peace**
  
- **The Heart of My Business**
  - Strategies & Plans
    - Create Exit plan
    - Become a Certified Martha Beck Coach
    - Become a Weight Loss Coach first – focus on one-on-one clients.
    - Do the numbers. # of clients per week x \$ per client = projected income
    - Be open to the Universe and listen for signs
  
- **The Bridge between Heart and Soul – Vision Board – Created!**



## *Example: North Star Map 3.0 – Built with Excitement*

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- **The Soul of My Business**

- o Vision – New Endgame & I do a guided visualization at least monthly or when needed
- o I help people reinvent pieces of their life and career that are unhealthy.
- o Meaningful Words
  - When at all possible, I will play to my strengths\* which are:
    - Maximizer
    - Arranger
    - Activator
    - Self-Assurance
    - Relator \*from Strengths Finder 2.0
  - When I make plans or take action, I will make sure they are in line with my core values and these other words I love:

• Integrity	Freedom	Adventure
• Love	Health	Clarity
• Meaning	Peace	Connection

- **The Heart of My Business**

- o Strategies & Plans
  - Continue Weight Coaching
  - Introduce Career Invention
  - Consider Rebranding
  - Square 3 Coaching – Rocky’s Launch Pad
  - Do the Numbers – One-on-One, Workshops, Small Groups, Products

- **The Bridge between Heart and Soul**

- o Vision Board – Currently being updated.