



# 1 - 3 - 5 Action Plan

Every business owner has had to create a business plan at some point but after creating it how many business owners actually use their business plan on a daily basis or even look at it?

Our Director Matthew Gambold introduced the 1 - 3 - 5 Action Plan to the Chaddesley Sanford team after the creator of the plan Pete Wilkinson presented it at the Academy of Chief Executives. This was a pivotal moment in the business not only to give Chaddesley Sanford a clearer view of the future but for the teams within the business to focus on personal growth.

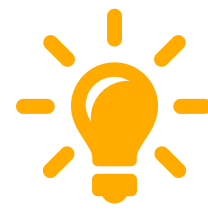
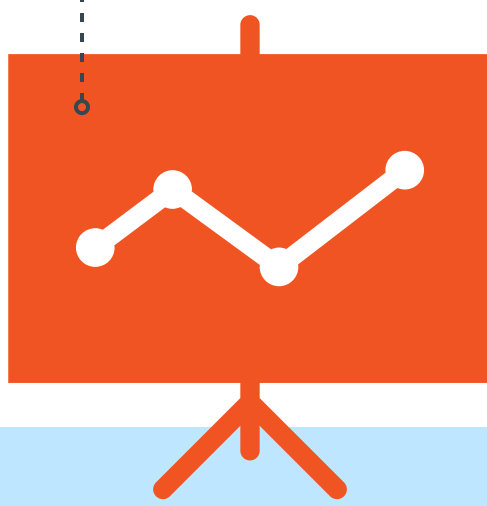


The 1 - 3 - 5 Action Plan opens a gateway for the team leaders to create and fulfill goals in order to develop personally and professionally.

Below is an example of how the 1 - 3 - 5 Action Plan works...

## VISION

### Main Business Ambition



### #1

Core Objective

### #2

Core Objective






### #3

Core Objective

### GOALS

-  1...
-  2...
-  3...
-  4...
-  5...

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Linking short-term goals to a long-term objective. Looking 5 years into the future is impossible, but setting a pathway to get there can make it seem more realistic for a small business.

Growth can manifest from a small change in the core objectives of the business. Managing growth can ensure it is consistent and long-term.

Compared to a full business plan, the goals of a 1-3-5 plan can be moulded to employees and teams. This is beneficial for small business' as they have the ability to focus on individual areas

A small business may not have employees dedicated to focusing on a business plan. A 1-3-5 plan is more effective for managing time spent on the future of the business.

A small business can be affected by the quick-changing economy. A 1-3-5 plan is flexible to meet the changing demands of the market

