



1 YEAR PLAN

GOALS FOR THE YEAR

1. Implementation of Traction – Clear company vision, structure with clear accountabilities, Scorecard in place, clarity around our priorities and a good culture with proactive sorting of issues.
2. Implement the SMILE Sales and Marketing System and improve our enquiry to sales rate. We will become a much more sales orientated and performance managed organisation. Sales will be at the centre of the business so we can grow our company.
3. Implement the SITE Premises Plan and continue to progress improvements to the venue.
4. Develop and implement the ALARM Staff Support System with the aim of improving HR processes, systems, culture and communication.
5. Implement the SHAPE Wedding Planning System and keep continually improving our customer service and experience.
6. Implement the FAST Operations Delivery System to keep continually improving how we deliver weddings and events.
7. Implement the COGS Finance Formula to provide a clear business growth strategy and cash flow monitoring.



If all goals are reached by
31 December 2021 tick the box!

