

Business Plan Development Questions

The following questions are intended to help guide your business planning process and identify your key issues and corresponding priority initiatives. When developing your business plan, you may want to incorporate answers to these questions in the document and your scorecard where appropriate.

Your Department's Mission and Vision	Your Operating Environment
<ol style="list-style-type: none">1. What are your most important services and programs? How do these programs support County goals and objectives in the Strategic Plan? What is your purpose? What would success look like?2. How can your department support greater equity and engagement, and a stronger and more sustainable environment and economy?3. Do you have the right initiatives in place to succeed? What will you need to measure to stay on track?	<ol style="list-style-type: none">1. What are your department's strengths and weaknesses? Opportunities and threats? (SWOT Analysis)2. Are there some broad societal or industry trends impacting your operations? How have changes in the economy or technology impacted your core mission?3. How are you adjusting to the impact of new or potential regulations and legislation?
Your Customers and Stakeholders	Your Employees
<ol style="list-style-type: none">1. Who are your customers and stakeholders? What are their needs? Have you considered internal customers and stakeholders?2. How do you solicit feedback from customers and stakeholders? What have you learned?3. How do you know if you are meeting the customer needs identified in Question 1? How do you measure customer satisfaction?	<ol style="list-style-type: none">1. Are employees involved in your business planning? Do they understand their role in business plan implementation?2. Do your employees have the right skills to support your business plan?3. Are you preparing for key retirements? Do you have any succession planning in place?
Your Revenues and Costs	Your Processes
<ol style="list-style-type: none">1. What are your major cost drivers? How do you manage them?2. What are your near- and long-term revenue projections? Are there opportunities to obtain additional proprietary and grant revenues?	<ol style="list-style-type: none">1. What are your important processes? Are they efficient or prone to error? How would you improve them?2. What County internal support do you need? How will you engage those key departments?