



THE BUSINESS SCALING METHOD™

# TOPOGRAPHY

BLUEPRINT FOR GROWTH

WORKSHEET

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## BLUEPRINT FOR GROWTH

COMPANY NAME

*Simplified Home Fitness*

**MY PURPOSE/VISION IS:** *To make personal fitness accessible where you live so that you can build health and wellness into your daily routine. We're committed to help you live a healthier life so you can be there for the ones you love.*

### MY MISSION IS

*We create and deliver products that are compact, affordable, effective, and require 30 minutes or less each day to use safely.*

		KEY PERFORMANCE INDICATOR	BASELINE	FUTURE GOAL
FINANCIAL	Monthly Sales		\$5 M	\$10 M
	Profit Margin		50%	65%
	Operating Expense		\$2.2 M	\$2.2 M
OPERATIONAL	Manufacturing Cycle Time		12 Days	8 Days
	Unit Cost		\$550 / Unit	\$300 / Unit
	Cost of Poor Quality		\$2500 / Month	\$2500 / Month
CUSTOMER	Customer On-Time Delivery		92%	96%
	Number of New Customers		12 / month	36 / month
	Customer Acquisition Cost		\$200	\$120
EMPLOYEE	Employee Diversity		45% Female Leaders	50% Female Leaders
	Employee Dev. Plans		90% Complete	90% Complete
	Employee Retention		7%	7%
SOCIAL IMPACT	Volunteer Hours		95 Hours / Quarter	300 Hours / Quarter
	Financial Donations		1% of Sales	2.5% of Sales
	Sustainable Sourcing		65% of Material	80% of Material

BASELINE METRICS

### STRATEGIC INITIATIVES

1 *Lower unit cost by 20%*

OWNER: *Production Manager*

2 *Build training video to improve effectiveness*

OWNER: *Product Manager*

3 *Expand business in Europe*

OWNER: *Sales Leader*

### CUSTOMER SEGMENTS

1 *Working parents with limited time to focus on personal health*

2 *People with health risks that need an easy way to improve fitness*

3 *People that can't afford a gym membership or expensive equipment*

CULTURE GUIDE	VALUE: <i>Integrity</i>	VALUE: <i>Respect</i>	VALUE: <i>Responsibility</i>	VALUE: <i>Pioneering</i>
	ACTION: <i>Do the right thing in every decision we make</i>	ACTION: <i>Treat people with dignity, honesty, and fairness</i>	ACTION: <i>Take care of the people we serve and where we operate</i>	ACTION: <i>Demonstrate a passion for leading our industry</i>

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COMPANY NAME

MY PURPOSE/VISION IS:

MY MISSION IS

KEY PERFORMANCE INDICATOR

BASELINE

FUTURE GOAL

BASELINE METRICS	KEY PERFORMANCE INDICATOR	BASELINE	FUTURE GOAL
	FINANCIAL		
OPERATIONAL			
CUSTOMER			
EMPLOYEE			
SOCIAL IMPACT			

STRATEGIC INITIATIVES

1

OWNER: \_\_\_\_\_

2

OWNER: \_\_\_\_\_

3

OWNER: \_\_\_\_\_

CUSTOMER SEGMENTS

1

2

3

CULTURE GUIDE

VALUE:	VALUE:	VALUE:	VALUE:
ACTION:	ACTION:	ACTION:	ACTION:

# NOTES

Use this section to document your thought process as you consider how to apply each stage to your business.

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