

Tool From The School #1 – Baseline Growth Roadmap

Ever heard the following statement? **“If you can’t get your instructions down on one piece of paper, it’s probably too complicated for anyone to follow.”**

That’s the essence of these **one page plans** you’ve read about and been advised to create. Simplicity is easier to follow than complexity. They clarify direction and communicate it to your entire team. When used effectively, your team will **align around** and **commit** to the plan, **think for themselves** while **implementing** their part of it, and **deliver results faster and better than before**. Those outcomes are what any leader of an organization wants.

In the strategic planning arena there are three pretty popular one page plans. The **One Page Strategic Plan** (OPSP) by Verne Harnish and Scaling Up, the **Vision/Traction Organizer** (V/TO) by Gino Wickman and EOS and the **Agile Growth Roadmap** by Gravitas Impact. Similar in nature and derived from the same “DNA” they are effective tools for communicating your strategy to your entire team. They are easy to understand, follow and implement. My **Tool From the School** is the **“Baseline Growth Roadmap,”** and it’s on the next two pages of this pdf. And when you’ll look at it you’ll find it’s not one page in length (but it’s easier to read, and allows for larger handwriting).

Did you catch that these are **communication** and **alignment tools**? They are used to document your strategic plan so you can share it with your team. **Everyone on the team**, so they can execute it. It’s not to be hidden in a drawer for your personal reference to keep you on track, although it works for that. It’s a **reference for everyone** to use as they face daily decisions and dilemmas, enabling them to stay on track without everything coming back to you for each decision.

Use this tool to **document** your strategic plan and then the to **communicate** the plan to the everyone in your organization. It would probably good to include people from your team in the process of creating the plan. When created this way, it doubles as a **great teambuilding tool**.

Print out the tool and get going. Here are some classes from the **School of Rock & Sand** that will help you create a great **Baseline Growth Roadmap** (or OPSP, V/TO, or Agile Growth Roadmap).

Select a Class