

Foundation

Our Mission

The mission of Sierra Technology Solutions is to create technology solutions for forward-thinking organizations.

Our Core Values

To empower and inspire entrepreneurial leaders.
 To be professional in our actions to our clients, partners and each other.
 To effectively impact the marketplace.
 To help all organizations regardless of their resource constraints.
 To have honesty, integrity and respect for all individuals.
 To continually pursue knowledge and learn.
 To practice what we teach.
 To have enjoyment and fulfillment in our work.

Competitive Advantage

What we do best

Access to University - knowledge base, academic resources, proven material and top students.
 Business Network - domestic and international
 Patented Intellectual Property - interactive, integrated web-based
 Software Systems - usable, practical, actionable offerings
 Unique Team - complimentary talents/gifts; business/teaching; international experience

Organization-wide Strategies

How we will get there

2007 - Lay the foundation for the organization.
 2008 - Prepare the organization for high growth through infrastructure development and training.
 2009 - Execute a market penetration strategy to increase our top line.

Strategic Objectives and Department Goals

Financial

1 Revenue Growth: Grow business 40% per year. **2 Productivity Improvement: Maintain an acceptable ROI on all projects.**

Customer

3 New Customers: Increase new customer base. **4 Current Customers: Retain current customer base.**

3.1.1 Explore and research habits of new customers to determine how best to deliver. 4.1.1 Do email blast to current customers to explore their commitment of resources and time.
 3.1.2 Increase web traffic by 100%. 4.2.1 Hold online focus group to explore pricing and value of Premium package
 3.2.1 Send email blast to existing customers to explore their unique requirements new software solutions.

Programs

5 Product Management: All web-based strategic planning sites and supporting products meet operational excellence guidelines **6 Operations Management: Develop and maintain an infrastructure that allows for a virtual office and efficient overhead.** **7 Technology Management: Continue to develop technology innovation.** **8 Community Involvement: Establish a program that contributes 10% of net profit and staff time.**

5.1.1 Develop 15 minute "Basic Package" presentation
 5.2.1 Accumulate and synthesize all corrections and revisions for books.
 5.2.2 Hire editor/writer for updates.
 5.2.3 Increase sales by...
 5.4.1 Develop quantitative basis for all benchmarks

People

10 Training: Continue to learn and adopt best practices about strategy and strategic planning. **11 People: To be the employer of choice in our field.** **12 Culture: To align incentives and employee rewards with staff performance.**

11.2.1 Research facilitation training programs.
 11.2.2 Have all staff complete a 3 year development plan.
 12.1.1 Develop a program to encourage ideas from everyone.
 12.1.2 Throw a party to kick off incentive program.

Key Performance Indicators

How we measure success

Measure	Target
# of Basic Packages	30
% complete	100%
\$ in sales	\$1,000,000.00
\$ per billable hour	\$150.00

Vision

What our business will look like

To be known as the technology experts and resource center for small to medium-sized organizations.

Implementation

How we make strategy a habit

- Appoint a strategic plan manager
- Hold people accountable
- Put in place an incentive compensation plan
- Coach for achievement
- Empower managers
- Hold effective strategy meetings - first Mondays
- Hold annual retreat - second week in December