

## Contents

<i>Foreword</i>	<i>Stephen R. Covey</i>	<i>ix</i>
<i>Acknowledgments</i>		<i>xiii</i>
<i>Introduction: Are You Ready to Get Started?</i>		<i>xv</i>
<b>PART I</b>	<b>PLANNING FOR GROWTH</b>	<b>1</b>
<b>Chapter 1</b>	The Shortcut	3
<b>Chapter 2</b>	An Overview of the One Hour Plan	5
<b>PART II</b>	<b>WHERE DO YOU WANT TO GO?</b>	<b>21</b>
<b>Chapter 3</b>	<b>Vision:</b> What Big Goal Will Inspire You and Your Team? (6 minutes)	23
<b>Chapter 4</b>	<b>The Customer-Centered Mission Statement:</b> What Contribution Do You Make to Your Customers' Lives? (6 minutes)	35
<b>Chapter 5</b>	<b>Values:</b> What Standards Will Help Your Team Enjoy Working Together? (6 minutes)	47
<b>Chapter 6</b>	<b>Objectives:</b> How Will You Measure Success? (7 minutes)	69

<b>PART III</b>	<b>WHERE ARE YOU NOW?</b>	<b>83</b>
<b>Chapter 7</b>	<b>Facing the Brutal Realities: What Are the Big Issues that Must Be Addressed? (10 minutes)</b>	<b>85</b>
<b>PART IV</b>	<b>HOW WILL YOU GET FROM HERE TO THERE?</b>	<b>95</b>
<b>Chapter 8</b>	<b>Strategies: What Are the Major Categories of Work to Be Done? (15 minutes)</b>	<b>97</b>
<b>Chapter 9</b>	<b>Priorities: Who Will Do What by When? (10 minutes)</b>	<b>141</b>
<b>Chapter 10</b>	<b>Action Plans: Putting It on the Calendar and Getting It Done</b>	<b>155</b>
<b>PART V</b>	<b>ENGAGING YOUR TEAM</b>	<b>161</b>
<b>Chapter 11</b>	<b>What's Next?: How to Create and Execute a Team Plan for Years to Come</b>	<b>163</b>
	<i>Appendix 1—Organizational Health Assessment</i>	<i>173</i>
	<i>Appendix 2—How to Conduct a SWOT Analysis</i>	<i>185</i>
	<i>About the Author</i>	<i>191</i>
	<i>Additional Planning Resources</i>	<i>193</i>