ATG Annual Business Plan

CONFIDENTIAL

# What is an annual business plan?

The Annual Business Plan outlines ATG’s goals for a 12-month calendar period and 12-month measurement period of the Strategic Plan. The Plan ties it all together – Strategic Plan, Marketing Plan, Roadmaps, and Financial and includes the division and practice goals and objectives for the year.

# What is the annual business plan Process?

The Annual Business Planning Process starts in June of each year and has the following five elements in the Planning Process:

* Strategic Plan Review
* Job Starts Forecast and Goals
  + Forecasts job starts for the upcoming year.
* Staffing Plan / Revenue Forecast and Goals
  + Staffing Plan includes existing staff with utilization and potential pay increases.
  + Staffing needs are compared to the Revenue Forecast and Backlog.
  + New staffing needs are identified and incorporated into the Staffing Plan to ensure staffing will support the Revenue Forecast and Goals.
  + Revenue Forecasting identifies and researches future opportunities in the market. Forecasting is a continuous process, but special focus is given during business planning each year.
* Operating and Capital Budget
  + The budgets measure performance and profitability.
  + Operating Budget plans for the annual expenses while maintaining a planned level of profitability.
  + Operating Budget includes planning for all ATG expenses including direct/indirect labor based on the approved staffing plan, employee benefits, rent/utilities, training/conferences and travel.
  + Capital Budget plans for computers, equipment, software for existing employees as well as new employees.
* Annual Business Plan Document including Annual Performance Metric Goals.

Click on this link to See the 2020 Business Plan Schedule – LINK [2020 Business Plan Schedule 190524.pdf](2020%20Business%20Plan%20Schedule%20190524.pdf)

Click on this link to See the 2020 Business Plan Presentation starting on Page 37 – LINK [..\1. Strategic Plan\2020 ATG Strategic Planning Presentation 12-2019.pdf](../1.%20Strategic%20Plan/2020%20ATG%20Strategic%20Planning%20Presentation%2012-2019.pdf)

# What Are the 2021 Performance Metrics?

The Annual Performance Metrics are the resulting Goals from the Annual Business Planning Process. The Goals for 2021 are:



The Goals for 2021 by Practice are:



# how do our goals compare to our strategic plan?

ATG’s 2020-2025 Strategic Plan establishes a Net Revenue Goal of $16.5 Million for 2020 and $20.3 Million for 2021. The following chart shows our Strategic Plan Goals for 2020 and 2021 compared to 2020 Year End Projections and 2021 Goals.



