

Business Planning Process

Purpose/Objective	Meeting Topic(s)	Sample Agenda Items	Meeting Length	Frequency	Attendees
Monthly business review	Objective is to review key product and business progress towards company goals.	<ul style="list-style-type: none"> - Review of business results v forecast - Review of divisional success metrics - Staffing - Overall business direction, acquisitions - Competitive landscape - Budget 	3 hrs.	Monthly (3x per quarter)	Required: CEO and directs
Stratcom (aka weekly staff meeting)	Focus is on top issues that involve company-wide issues amongst the core senior exec team.	<ul style="list-style-type: none"> - Corporate direction - Major organizational issues - Strategic direction - Financing - Large business opportunities - Large business threats 	1 hour	Weekly	Required: CEO and directs
1:1s	Focus is on reviewing the specific MBOs of team leads, group leads, or division heads	<ul style="list-style-type: none"> - Review progress on specific items - Strategic discussion - Review of objectives and progress towards them 	1 hour	Weekly	Directs
Board Meetings	Review key operating metrics and to gather strategic input into the operating plan.	<ul style="list-style-type: none"> - operating metrics - product planning and status - strategic and competitive update - financing (if applicable) 	4 hrs	Quarterly	Required: Board
Project Reviews	Focus on a particular development/operations/ or general issue	<ul style="list-style-type: none"> - Top-level overview of consumer product and/or Web site issue/direction - Business goals for features - Recommendation on implementation and schedule - Technology reviews 	1-4 hours	Monthly (as needed)	Required: Determined by meeting driver; typically requires decision-maker as well as stakeholders associated with the project.