

***Business Planning
for People who***

Hate

Numbers

About David Vobora

- Corporate
- Small Business
- @ SWCAP:
 - 22 & counting



About SWCAP

- Private, Non-Profit
- Mission: Overcome financial adversity
 - Coping Programs
 - Enabling Programs
- Counties

About the 10 Questions

- Who **hates** numbers?
- Budget vs. Plan
- Making friends with numbers

The 10 Questions

1. What do you offer?
2. Where does your energy go?
3. What performs?
4. Who are your customers?
5. How do customers find out about you?
6. Who is the right customer?
7. How do your offerings fill customer needs?
8. What do you make your customers do?
9. Who else serves your customers?
10. How will things change?

Question #1:

What do you offer?

Question #2:

Where does your energy go?

Question #3:

What performs?

Question #4:

Who are your customers?

Question #5:

How do customers find out about you?

Question #6:

Who is the right customer?

Question #7:

How do your offerings fill
your customers' needs?

Question #8:

What do you make
your customers do?

Question #9:

Who else serves
your customers?

Question #10:

How will things change?

This is Spinal Tap

Question #11

Next Steps

1. Sleep
2. Ask
3. Translate
4. Repeat

Thank You

- “Vision must be followed by venture. It’s not enough to stare up the steps. You must step up.” - *Vance Havne*
- “How you spend your time defines who you are.” – *Oprah Winfrey*
- “It’s hard to beat someone who never gives up.” – *Babe Ruth*