DATACENTER BUSINESS PLAN MEETING
REGULAR MEETING 110811

Discussion/Planning Guide

Agenda Item 1 - Defining Vision

1. The vision outlined in the plan should be specific and measurable
2. It should focus on three to four main objectives in order for the vision to be meaningful and attainable
3. It should prioritize service to community and keep the objectives people-centric

Agenda Item 2 – Defining Mission

1. The mission should establish the fundamental goals for our business
    a. Customer satisfaction
    b. Employee welfare
    c. Return on investment
2. It should be instrumental in defining the business and communicating that to
    a. Employees
    b. Customers
    c. Vendors
    d. Partners
    e. Investors
3. It should establish a value-proposition

Agenda Item 3 – Identifying Keys to Success

1. A short list of key elements that would make the difference between success and failure of the business
    a. Excellence in fulfilling the promise
    b. Generation & Conversion of new leads / Retention of existing clients.
2. Leveraging single pool of expertise into multiple revenue generation opportunities.