

# 6. FIVE YEARS PLANNING

## PROTOTYPING THE BUSINESS KIT

### INTRODUCTION

When we are making something it is easy to get focussed on the immediate, without looking at the bigger purpose. Using a 5 year plan, we can look ahead enough, and put in place important stages that make sense for us.

### WHAT IS THIS TOOL FOR?

This tool is to help you to think through the goals you have in mind, and how you might get yourself there.

### WHEN TO USE IT?

Use it at the beginning of a project, and then keep it near, making a bigger version (what some people call a roadmap) on your wall, so that you can refer to it, and update when you have changes. You can make a digital version, but a physical one seems to help more in being easier to consider everything at once, and to amend. Again, this tool can be used more than once, to update your desired goals with actual progress.

### HOW TO USE IT?

Start with your business goals on the right hand side. Working backwards from them, you ask yourself what do you need to do in order to achieve these goals, adding activities to complete as you explore. This can be done by adding actions on paper scraps/post-it notes,

and moving them around into a form that feels achievable. Bring in others, or construct this with your team to make sure that you have enough perspectives to make sure you have not missed things. Share this with your team or if you have one, your board.

### WHAT DO YOU GET FROM IT?

With this scale of thinking, you can get a clearer picture about how to keep on course, and how not to lose focus. You can separate out specific parts of the business activity on layers, and keep an eye on the progress of the whole.

### Tools we have made

In the course of our work in supporting new ideas in immersion, automation and data we have developed our Prototyping the Business Programme, and we have made some new tools to help you to think about your offering, your way of working and operating a business, and how you communicate that to others.

This set of tools are designed to help you to dig into some essential aspects of your creative business, for example:

- understanding and creating a closer conversation with your audiences;
- knowing your market and how you can get to it
- considering the different business forms possible and selecting the one that fits for you and your values
- establishing the right business model for you and your idea,
- aligning with your visions, values and culture to make the business that works for you.

Work on them alone or as a team

All of these tools can be used alone, or with the rest of your team, so that everyone gets to contribute to the thinking, and you get more brains thinking with you.

### Feedback

We are always interested in hearing how people use these, and there is a link on the tools for any feedback you have about using them. Please send any feedback to [gill.w@watershed.co.uk](mailto:gill.w@watershed.co.uk).

# 6. FIVE YEARS PLANNING

## PROTOYPING THE BUSINESS KIT

- 
- 
- ADD YOUR DESTINATIONS
- FROM YOUR 5 YEAR
- THINKING HERE. ADD YOUR
- TIMEFRAME. WORKING
- BACK FROM EACH
- DESTINATION, YOU NEED
- TO DO IN ORER TO GET TO
- EACH ONE

- 
- 
- 
- 
- 
- 
- 1

- 
- 
- 
- 
- 
- 
- 2

- 
- 
- 
- 
- 
- 
- 3

- 
- 
- 
- 
- 
- 
- 4

- 
- 
- 
- 
- 
- 
- 5

## 6. FIVE YEARS PLANNING

NOW	1 YEAR	2 YEARS	3 YEARS	4 YEARS
IDENTIFY SALES CHANNEL X 3.	SELLING FROM SET UP TWO + BUILD STOCK.	SALES 20.	SALES 50	SALES 80.
LIST OF V2.0	DEVELOP + TEST + REVIEW.	DEV TEST + REVIEW.	PRE-LAUNCH PREP.	
	AS INCOME HITS 150K.	RECRUIT 1	RECRUIT 2.	RECRUIT 3.
	BRAND REVIEW.	SCOPE DESIGNERS WRITE BRIEF	RECRUIT AGENCY.	PRODUCE WORK + PREPARE MATERIALS.
				LAUNCH WITH PRODUCT 2.

## PROTOTYPING THE BUSINESS KIT

ADD YOUR DESTINATIONS FROM YOUR 5 YEAR THINKING HERE. ADD YOUR TIMEFRAME. WORKING BACK FROM EACH DESTINATION, YOU NEED TO DO IN ORDER TO GET TO EACH ONE

- 1 SELL 100 OF OUR PRODUCTS.
- 2 LAUNCH VERSION 2 PLUS SERVICE OFFER
- 3 ADD 4 NEW TEAM MEMBERS
- 4 REBRAND THE COMPANY.
- 5

\* Upstarter \* This is a fictional example to show how to use this WATERSHED too.