

# Company Management Made Easy

A **minimalist management framework** for indie devs

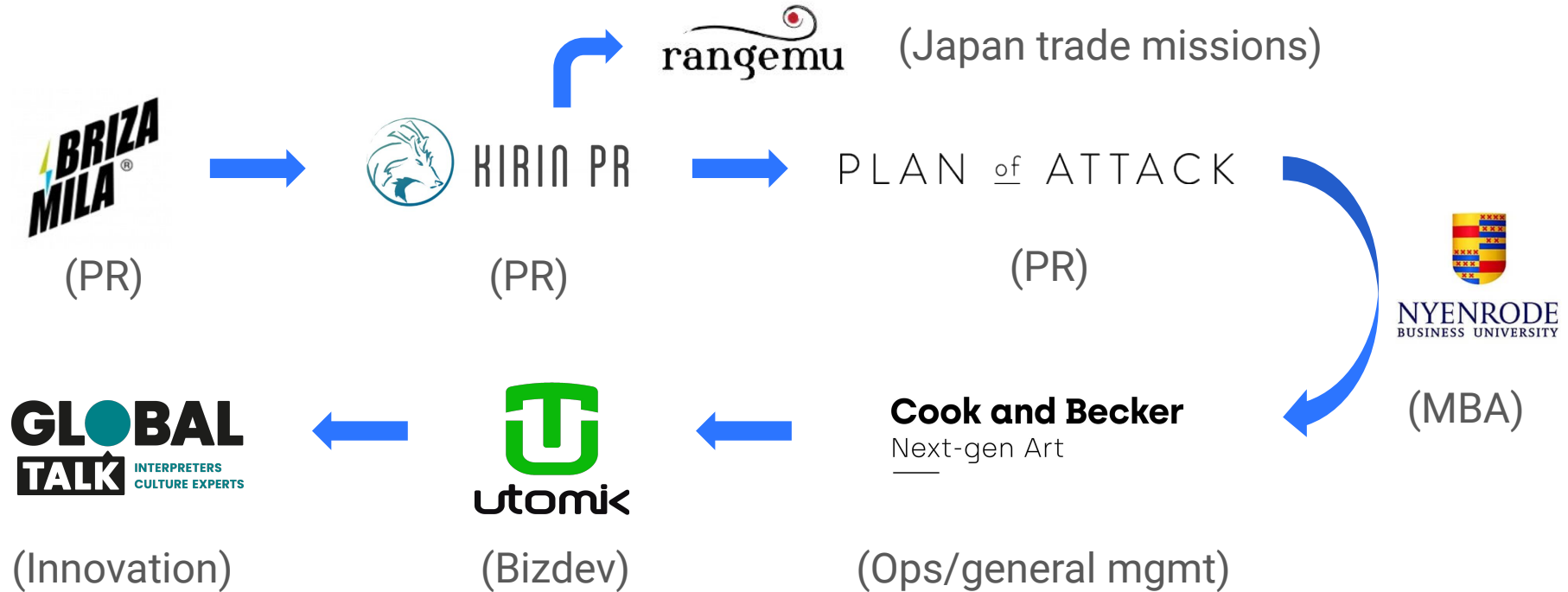
13+ Years in the industry



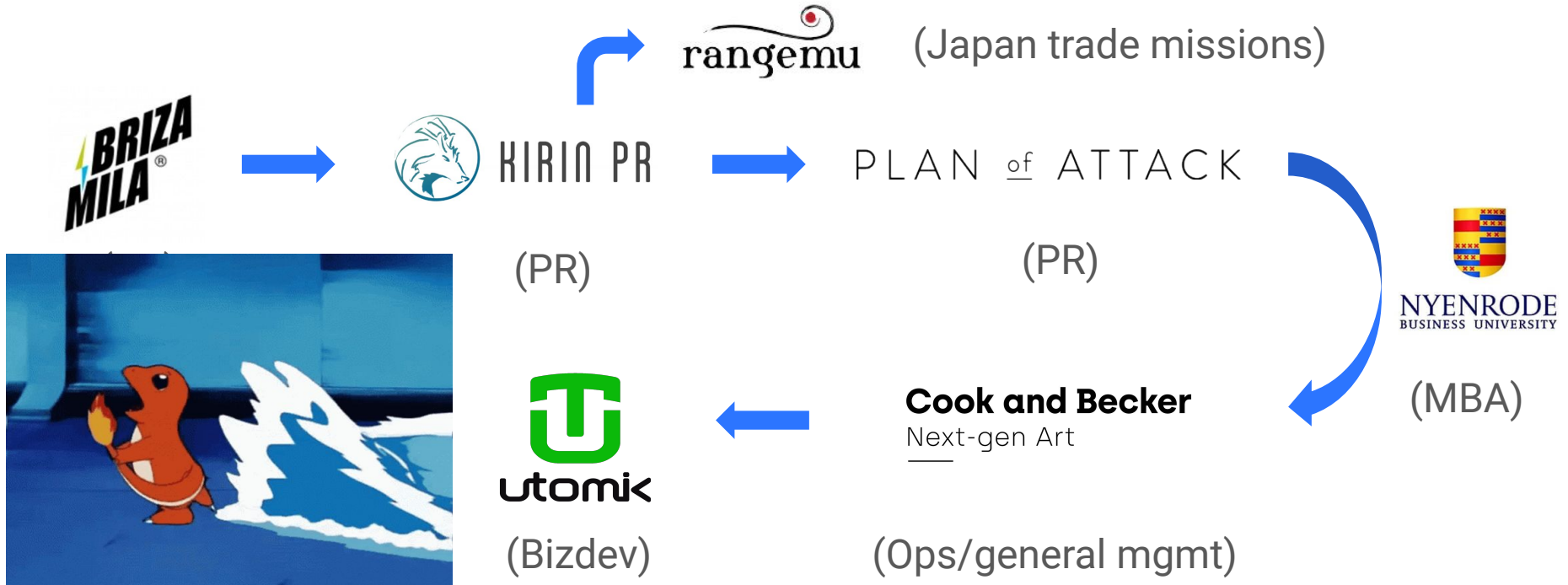
# 13+ Years in the industry



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# NOW

Business coach-slash-consultant

I help **ambitious leaders** build **great companies**



[martijnvanzwieten.com](https://martijnvanzwieten.com)

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I help **ambitious leaders** build **great companies**

➔ Focus

➔ Alignment

➔ Accountability



# Strategy: One-Page Strategic Plan (OPSP)

Organization Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Date: \_\_\_\_\_

## People (Reputation Drivers)

- |                  |                  |                     |
|------------------|------------------|---------------------|
| <i>Employees</i> | <i>Customers</i> | <i>Shareholders</i> |
| 1. _____         | 1. _____         | 1. _____            |
| 2. _____         | 2. _____         | 2. _____            |
| 3. _____         | 3. _____         | 3. _____            |

## Process (Productivity Drivers)

- |                 |             |                      |
|-----------------|-------------|----------------------|
| <i>Make/Buy</i> | <i>Sell</i> | <i>Recordkeeping</i> |
| 1. _____        | 1. _____    | 1. _____             |
| 2. _____        | 2. _____    | 2. _____             |
| 3. _____        | 3. _____    | 3. _____             |

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Future Date</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap/Cash</td><td></td></tr> </table> </div> <p style="text-align: center; margin: 5px 0;"><b>Sandbox</b></p> <div style="border: 1px solid black; padding: 5px;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Yr Ending</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table> </div>	Future Date		Revenues		Profit		Mkt. Cap/Cash		Yr Ending		Revenues		Profit		Mkt. Cap		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.								
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Strengths/Core Competencies:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Weaknesses:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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ACTIONS (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																				
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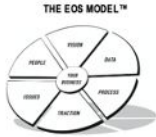
Trends

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

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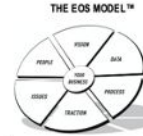
## THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

### VISION

<b>CORE VALUES</b>	1.	<b>3-YEAR PICTURE™</b>
	2.	
3.		
4.		
5.		
<b>CORE FOCUS™</b>	Purpose/Cause/Passion:	Future Date:
	Our Niche:	Revenue: \$
<b>10-YEAR TARGET™</b>		Profit: \$
		Measurables:
<b>MARKETING STRATEGY</b>	Target Market/The List*:	What does it look like?
	Three Uniques:	•
	1.	•
	2.	•
	3.	•
Proven Process:	•	
Guarantee:	•	

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## THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

### TRACTION

<b>1-YEAR PLAN</b>	<b>ROCKS</b>	<b>ISSUES LIST</b>
Future Date:	Future Date:	1.
Revenue: \$	Revenue: \$	2.
Profit: \$	Profit: \$	3.
Measurables:	Measurables:	4.
<b>Goals for the Year:</b>	<b>Rocks for the Quarter:</b>	5.
1.	1.	6.
2.	2.	7.
3.	3.	8.
4.	4.	9.
5.	5.	10.
6.	6.	
7.	7.	
Who		
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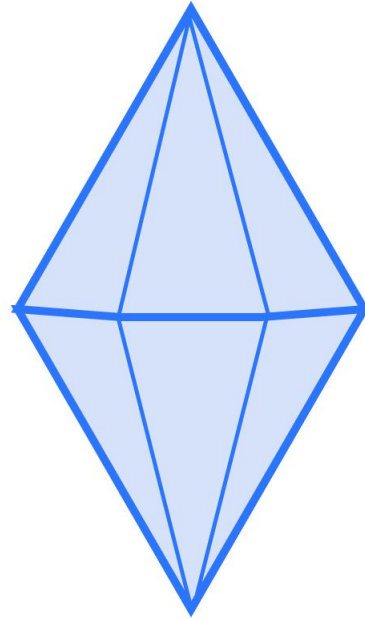


# F.I.R.M.

Future

Issues

Rocks



Meetings



## BHAG

Your BHAG

### Year goals

Goal 1

Goal 2

Goal 3

Goal 4

Goal 5

Goal 6

Goal 7

### Company Rocks Qx

Rock 1

Rock 2

Rock 3

Rock 4

Rock 5

### Personal Rocks Qx

#### Team member 1

Rock 1

Rock 2

Rock 3

Rock 4

Rock 5

#### Team member 2

Rock 1

Rock 2

Rock 3

Rock 4

Rock 5

#### Team member 3

Rock 1

Rock 2

Rock 3

Rock 4

Rock 5

#### Team member 4

Rock 1

Rock 2

Rock 3

Rock 4

Rock 5

## Quarterly Issues

List issues here

## Other Issues

List issues here



 minimal effort

 full management framework





# FUTURE





**YOU**



YOU

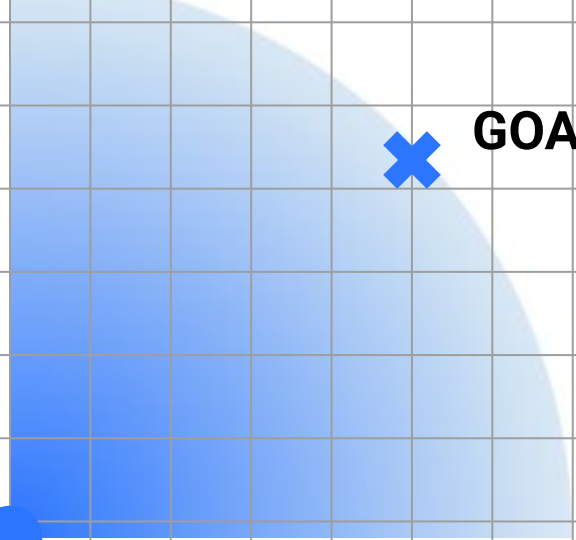
GOAL



**YOU**



**GOAL**

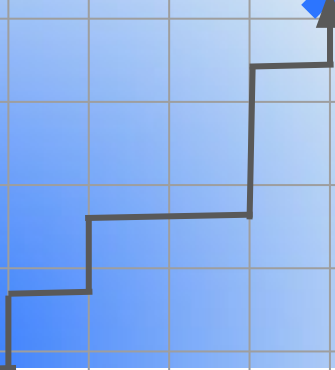




**YOU**



**GOAL**



# Future

## BHAG

- Big, Hairy, Audacious Goal
- 10-25 years out

## 1-Year Plan

- 3-7 priorities
- 1 year out (obvs)



# Future

## BHAG

- Big, Hairy, Audacious Goal
- 10-25 years out

*“I want to be the very best,  
like no one ever was”*

## 1-Year Plan

- 3-7 priorities
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# Future

## BHAG

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# Future

## BHAG

- Big, Hairy, Audacious Goal
- 10-25 years out

*"I want to be the very best,  
like no one ever was" 🎵*



## 1-Year Plan

- 3-7 priorities
  - 1 year out (obvs)
- 🦎 *Catch a buncha pokemon*
- 🔹 *Get some badges*
- 👩👧 *Defeat the Elite Four, maybe*



# ROCKS



# Rocks

**Top priorities** for the next **90 days**

Why?



# Rocks

**Top priorities** for the next **90 days**

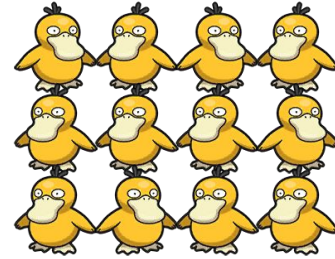
Why?

- Reverse entropy



# Rocks

**Top priorities** for the next **90 days**



Why?

- Reverse entropy

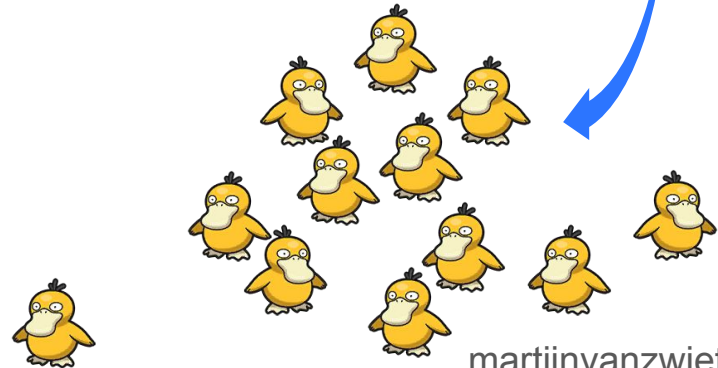
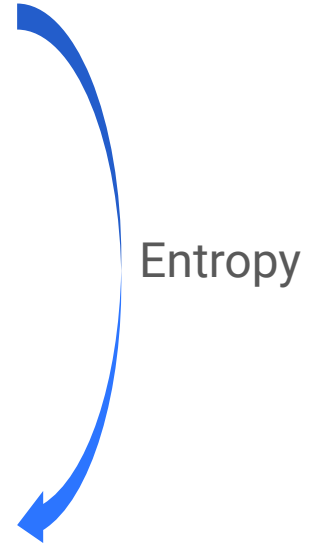
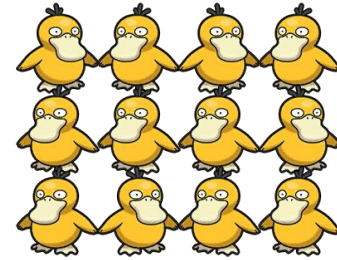


# Rocks

Top priorities for the next 90 days

Why?

- Reverse entropy

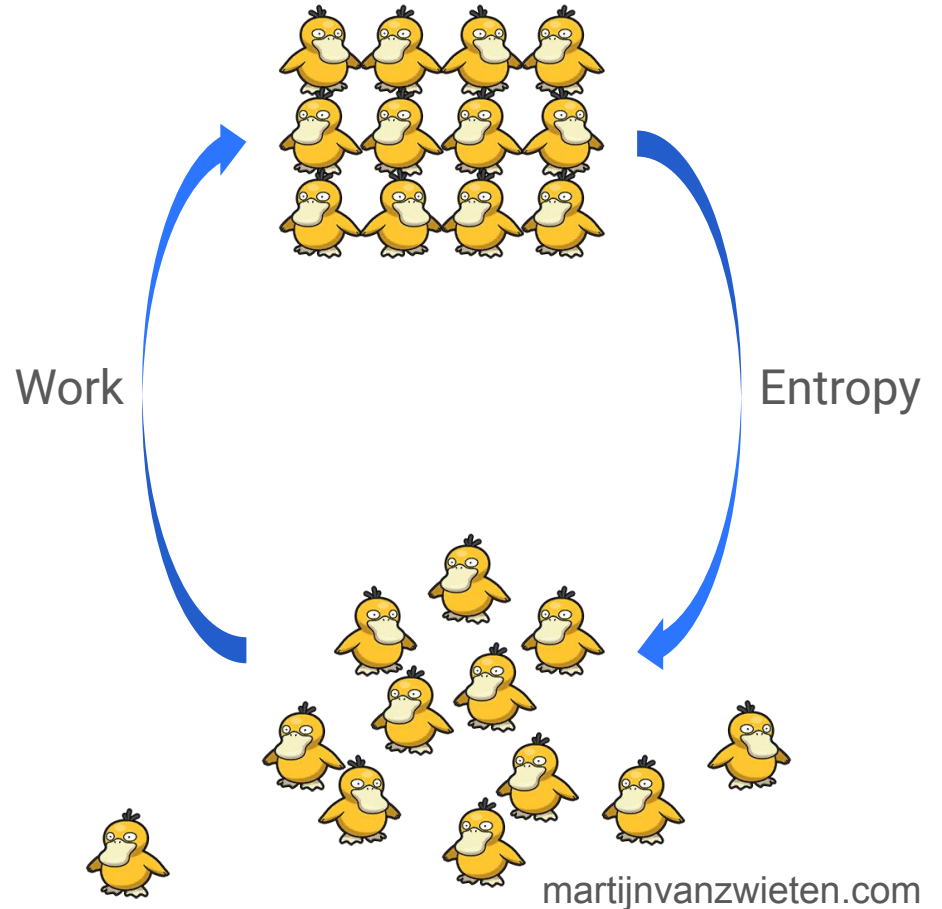


# Rocks

Top priorities for the next 90 days

Why?

- Reverse entropy

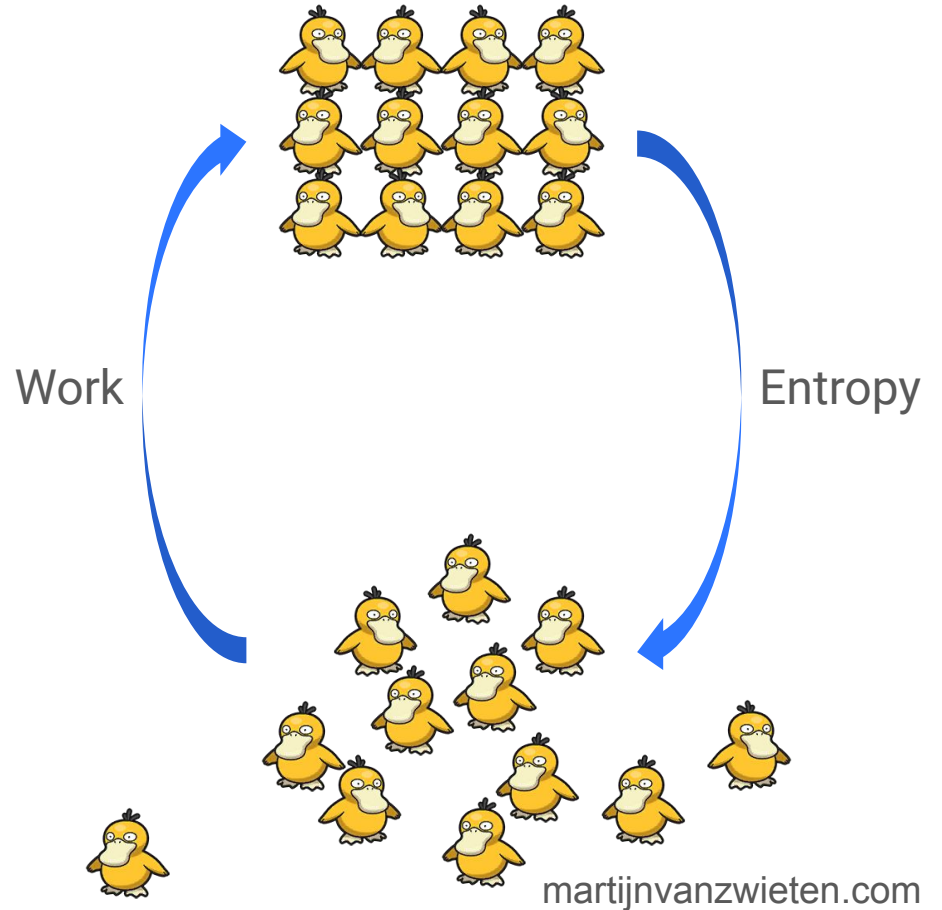


# Rocks

**Top priorities** for the next **90 days**

Why?

- Reverse entropy
- Ensure alignment



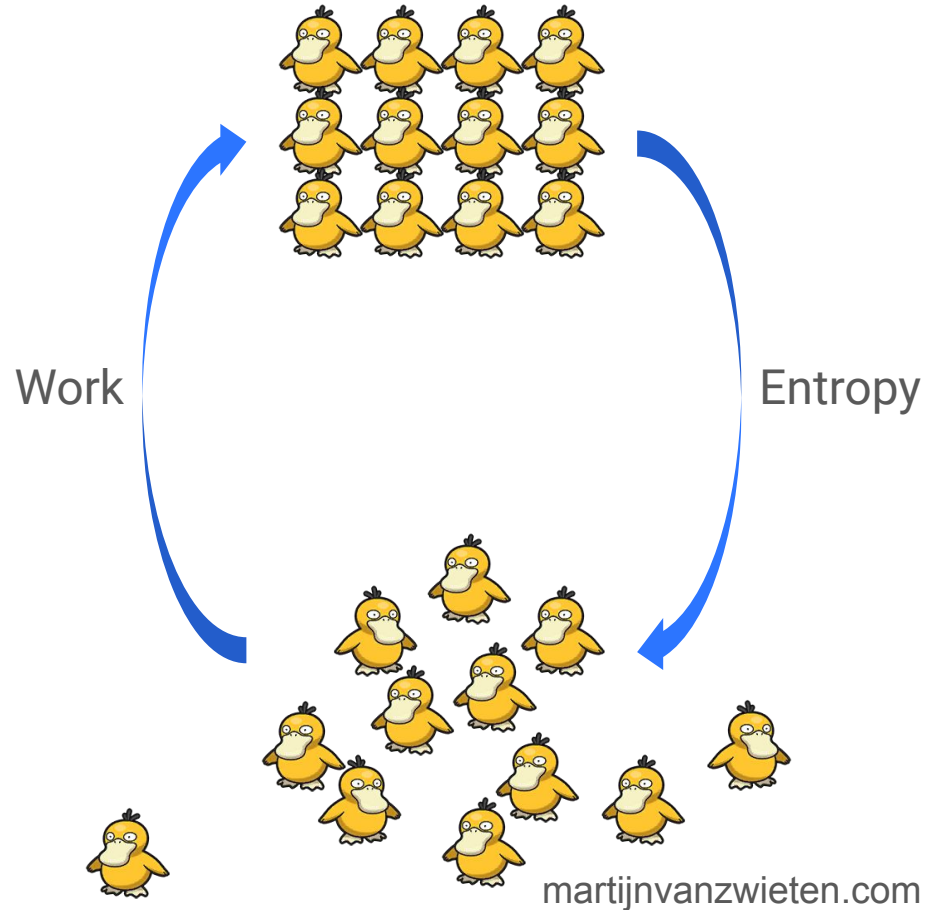


# Rocks

**Top priorities** for the next **90 days**

Why?

- Reverse entropy
- Ensure alignment



# Rocks

**Top priorities** for the next **90 days**

## **Company Rocks**

- 3-5 priorities
- assigned to team members

## **Personal Rocks**

- 3-5 per person
- Includes Company Rocks



# Rocks

**Top priorities** for the next **90 days**

## Company Rocks

- 3-5 priorities
- assigned to team members



## Personal Rocks

- 3-5 per person
- Includes Company Rocks

⚡ *Get a starter Pokemon*

🍑 *Beat Gary's ass*

🐦 *Catch some more Pokemon*

🪨 *Defeat a Gym Leader*



# ISSUES

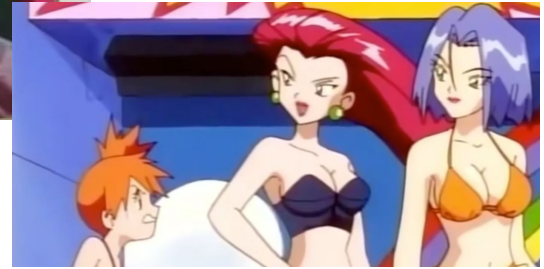
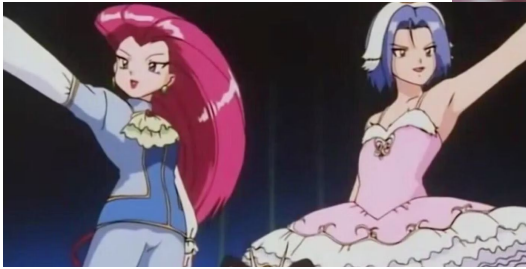
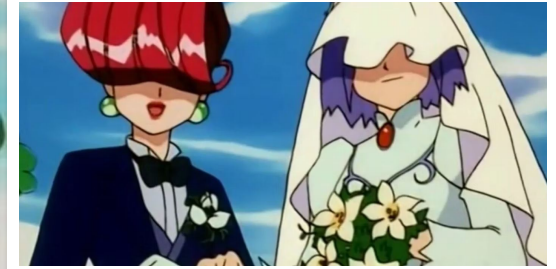
It's not very  
effective...



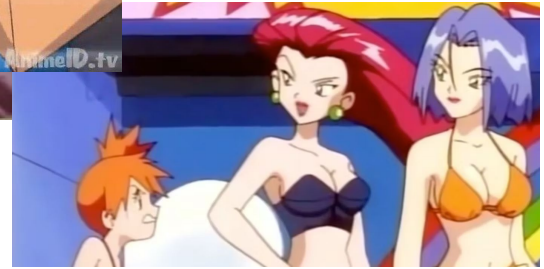
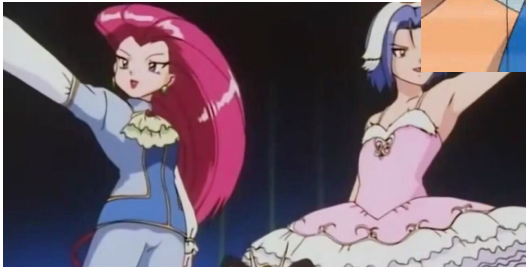
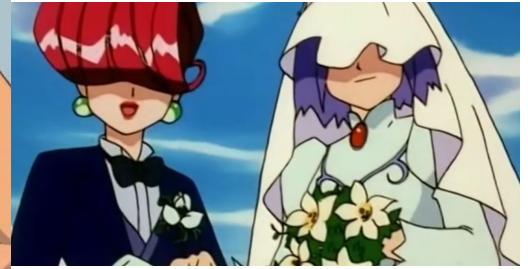
# Issues



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# Issues

## Big **list of issues**

So nothing is lost or kept back, everyone is aware

Deal with them in weekly, quarterly and annual meetings; future Rocks





# Issues

## Big list of issues

So nothing is lost or kept back, everyone is aware

Deal with them in weekly, quarterly and annual meetings; future Rocks



 *Pay Misty back for wrecking her bike*

 *Get Pikachu back from Team Rocket*

 *Need more pokeballs...*



# Issues

## Big list of issues

So nothing is lost or kept back, everyone is aware

Deal with them in weekly, quarterly and annual meetings; future Rocks



💰 *Pay Misty back for wrecking her bike*

🚀 *Get Pikachu back from Team Rocket*

⚾ *Need more pokeballs...*



# MEETINGS



BUT MEETINGS SUCK!! 😭



# (Good!) Meetings

Three types of meetings

- Same day
- Same time
- Same agenda

Structure that provides **control** and **predictability**





?

WHO'S - THAT  
POKÉMON



**It's  
Psyduck**

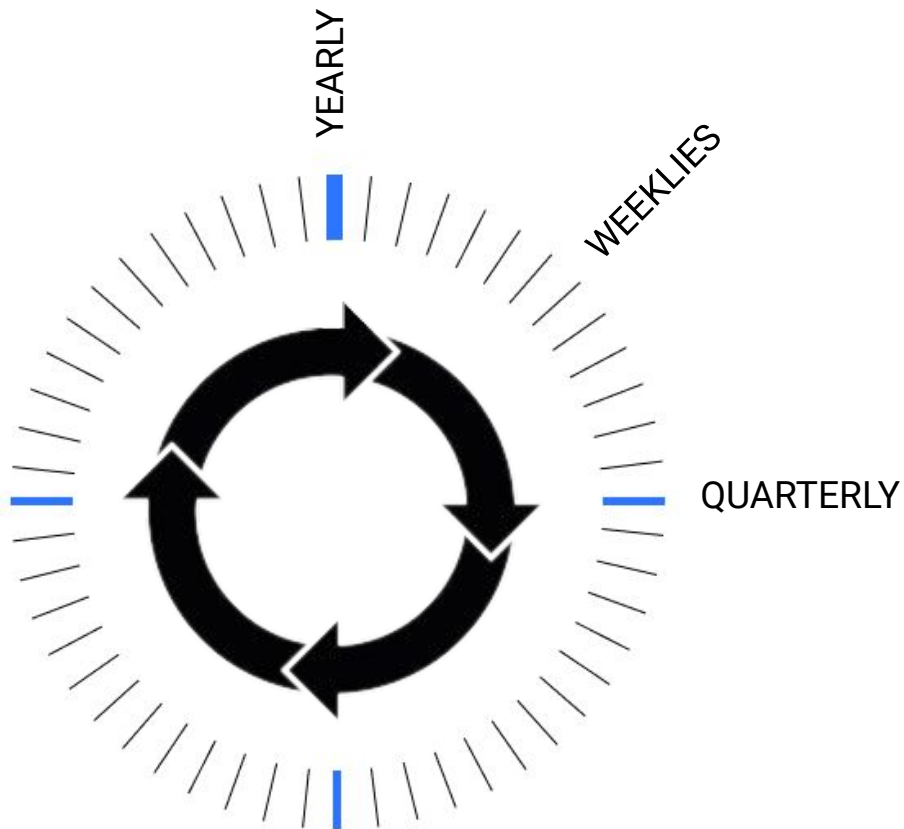


**It's  
Psyduck**



# (Good!) Meetings

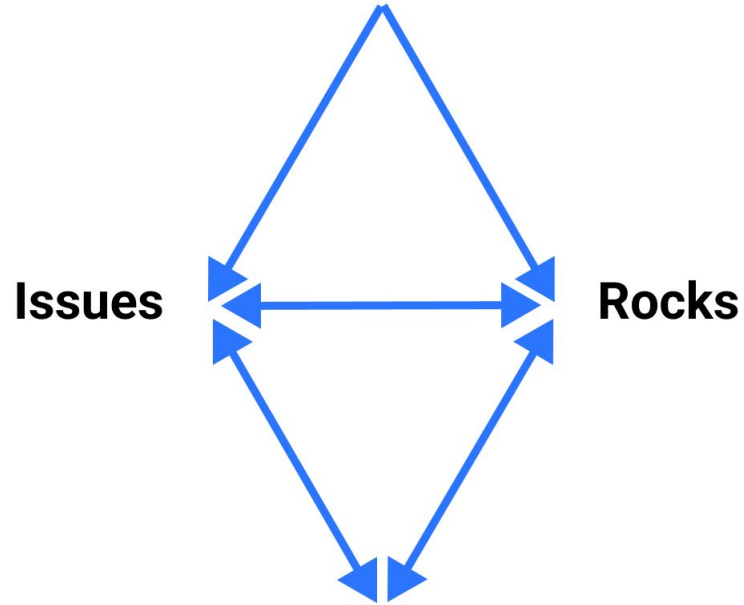
- **Weekly**
  - Rock progress
  - Issue solving
- **Quarterly**
  - Rock planning
  - Issue solving
- **Yearly**
  - 1 year plan
  - Rock planning
  - Issue solving



# Summary

## F.I.R.M.

Future



Issues

Rocks

Meetings





It's super effective!



# THANK YOU

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