

The One Page Business Plan® for Murphy Educational Consulting

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Vision

Within the next 3 years, Murphy Educational Consulting will be one of the leading provider of program evaluation, research, data management and professional development for educational, not-for-profit, private and public organizations in the Chicago areas.



Mission

To help organizations build internal capacity for improving program impact by providing evaluation and research services that are useful, relevant and collaborative.



Objectives

We will:

- be an LLC
- have at least three employees in addition to the owner
- have an operating budget of \$300,000
- be able to eliminate marketing and depend on word-of mouth
- be able to select projects that are meaningful and socially and educationally relevant
- primarily provide utilization-focused evaluation and related professional development



Strategies

We will:

- Collaborate with local evaluators and researchers to build a professional network
- Volunteer to provide work shops to schools and non-profits to build a network of potential clients
- Reach out to people who were recommended by acquaintances and friends
- Make contacts at the local colleges and universities
- Active involvement in professional organizations including AEA, CEA and AERA
- Stay current on research related to evaluation and education
- Take one class per year, minimum, with the Evaluator's Institute
- Provide quality work and generate satisfied customers
- Attend at least one workshop on managing small businesses



Plans

We will:

- Reach out to all recommended contacts by June 1, 2008
- Reach out to unknown but potential contacts by June 15, 2008
- Become an LLC by July 1, 2008
- Take a business class by September 1, 2008
- Generate at least \$50,000 of business by December 31, 2008
- Write at least one blog post per week
- Scan headlined for new, relevant research twice weekly
- Attend 6 talks, symposiums or brown bag lunches at local colleges or universities each year
- Interview or survey clients for satisfaction and areas of growth
- Take course through evaluator's institute by June 1, 2009
- Attend professional conference by September 1, 2009
- Publish first article by January 1, 2010