



2026 Annual Planning Guide

How to use this guide

This guide is designed to help you step back, think clearly, and intentionally set the stage for an incredible year ahead. To get the most value from it, here's what I recommend:

Carve out 1–2 uninterrupted hours, ideally in the morning when you're fresh. Grab a cup of coffee, silence notifications, close your email, and give yourself permission to think without distractions. Where appropriate, consult with one or two trusted people—your spouse, partner, or a mentor who deeply understands your goals and values and wants what's best for you. You can fill this out digitally, but printing it and writing by hand often creates a clearer, more grounded experience. Use whichever method helps you slow down and think deeply. Once completed, send your responses back my way.

We will use this as a springboard for our goal setting process for the upcoming year. I'll review everything and then schedule a session with you to unpack your answers together in more detail. From there I'll outline our roadmap for the year to give us a clear vision. And then we will do a deep dive session together to review the plan, finalize our guiding direction, set our goals and actions, and establish our forecasts and projections. If you have any questions as you work through the guide, don't hesitate to reach out. By following this process and our ongoing monthly cadence, we will execute and strive to make this your best year yet.

I'm thrilled to be a part of this journey with you,



CFO

Personal Income

What is the minimum monthly income on average you need from the business to support your life this upcoming year?

To what would you allocate funds in surplus of your minimum required income?

Do you have any personal debt or tax paydown goals for this upcoming year?



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Work / Life Balance

How many hours per week on average do you want to target to work this year?

What improvements to relationships in your life do you want to make (spouse, kids, family, friends, community)?

What vacation(s) or planned events do you want to make sure happen this year?

Are there any other goals you have for your Work/ Life balance this upcoming year?



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Personal Wealth Building / Cash Flow

In what ways do you want to grow your wealth this year? Are there certain areas you are prioritizing (cash reserves, debt reduction, retirement investments, real estate, etc.)?

Are there any big upcoming expenditures (new home/ home expenses, college or kids' costs, new car, any other large expenses)?



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Personal Wrap-up

When you step back and think about your personal financial picture, what feeling do you want it to spark in you by the end of the year?

What personal constraints or risks to your goals do you foresee this year? (Time, family demands, health, travel, etc.)



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Business Initiatives

What focus areas (1-3) do you have for the business in the coming year?

What new initiatives or undertakings (1-3) do you anticipate for the business this year?

What large expenditures or investments in the business do you think will be necessary for this upcoming year? (new equipment, machinery, software, office space, etc.)

Any desired changes to your business model, offerings, or how you are perceived in the market?



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Team

When you think about your team helping run your business, what focus area of growth do you want to see for this upcoming year?

Do you foresee hiring new employees for this upcoming year? Provide details (roles, timing, compensation).

What actions to retain and engage current staff are you considering?

What's one thing for your company culture that you want to see more emphasized or improved this year?



Business Time Allocation

What's an area of your business you want to spend more time on this year?

What's an area of your business you want to spend less time on this year?

Split your time into desired avg percentages (total to 100%) for the year between: CEO, Sales & Marketing, Operations, HR, Other/Admin

CEO:

Sales & Marketing:

Operations:

HR:

Other/ Admin:

(total to 100%)



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Business Wrap-up

When you think of business growth, what 1-2 things come to mind that you want to achieve this year?

What are the greatest risks (1-2) you see that can stand in the way of these outcomes?

What is something you absolutely do NOT want to experience again this year in your business?

Is there anything new you want to learn this year?



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Year-End Reflection

Imagine it's Dec 31st at the end of the year, and we are at a New Year's Eve party together. It's been a phenomenal year, and we are raising a glass and sharing a toast together. What would we be toasting to?