



# SIMPLIFIED BUSINESS OPERATIONS ORDER

## Exactly how we will get something done with a cool plan B (modified from U.S. Army)

The military uses standardized formats for many different things, including when training or live operation is approved to begin. Before starting, you must plan in great detail to ensure a high level of success can be achieved. This planning process is called an OPORD or Operational Order. Like everything else in the military, there is an acronym to remember everything you must do to properly complete an OPORD. The acronym is S.M.E.S.C. or (Sergeant Majors Eat Sugar Cookies for easy recall)

S = Situation M = Mission E = Execution S = Service Support C = Command & Signal

Here is my business-adapted version of a traditional military OPORD (BIZ-OPORD):

### S. Situation

- 1. External Business (Client/Prospect name) \_\_\_\_\_
  - a. Location \_\_\_\_\_
  - b. Business Activity \_\_\_\_\_
  - c. # of Employees \_\_\_\_\_ Reputation in the market \_\_\_\_\_
  - d. Probable Needs and Wants \_\_\_\_\_
- 2. Friendly Forces (Referral source or Partners) \_\_\_\_\_
  - a. Missions of Friendly Forces (Referral source or Partners) \_\_\_\_\_
  - b. Current actions of Friendly Forces \_\_\_\_\_

### M. Mission

- Who: \_\_\_\_\_
- What: \_\_\_\_\_
- Where: \_\_\_\_\_
- Why: \_\_\_\_\_
- When: \_\_\_\_\_



## **E. Execution**

1. Leader's Intent: \_\_\_\_\_
2. Concept of the Operation \_\_\_\_\_
  - a. Who is leading this Operation? \_\_\_\_\_
  - b. Do we have a warm or cold introduction? (Name/Relationship if Warm)  
\_\_\_\_\_
  - c. Names of team members on this operation and their specific roles \_\_\_\_\_
  - d. What resources will we need? (Presentations, research, tools, samples, reports etc.)  
\_\_\_\_\_
  - e. Rehearsal schedule for: \_\_\_\_\_
  - f. Debriefing/ After Action Review Scheduled for: \_\_\_\_\_

## **S. Service Support**

1. Who is providing necessary resources? \_\_\_\_\_
2. What is the deadline for assembling the Resources? \_\_\_\_\_
3. Who is bringing resources? \_\_\_\_\_
4. Who is booking transportation? (If any) \_\_\_\_\_
5. Who is booking accommodations? (If any) \_\_\_\_\_
6. What is the dress code for this operation? (Can be multiple uniforms) \_\_\_\_\_

## **C. Command and Signal**

1. Chain of Command 1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_
2. Duties and location of Leader(s) during Operation \_\_\_\_\_
3. Methods of communication for operation? \_\_\_\_\_
4. Reporting requirements during operation? \_\_\_\_\_

The time is \_\_\_\_\_ What are your questions?

