

# PlanA Five Pillar Framework

**A practical structure for  
improving business performance.**

**A simple framework used by PlanA to help owner-led businesses step  
back, see their business more clearly, and strengthen decision making.**



**PlanA Consulting**  
plan for success

**Planning | Sales & Marketing | Operations  
Finance & Admin | People & Culture**

# UNDERSTANDING THE FIVE PILLAR FRAMEWORK



**Most businesses start with energy, technical skill and a clear desire to succeed. In the early stages, the owner is closely involved in every decision and the structure of the organisation remains relatively simple.**

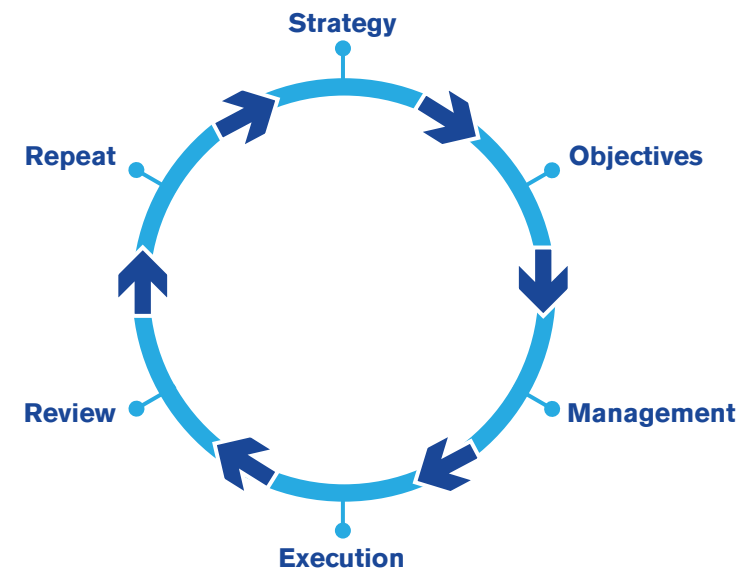
As the business grows, complexity increases. Teams expand, customers grow, systems evolve, and the number of decisions required to run the business increases significantly.

Without a clear framework, it becomes difficult to see how the pieces of the business fit together.

The PlanA Five Pillar Framework provides a simple structure for understanding the areas that consistently shape business performance:

- + **Planning**
- + **Sales & Marketing**
- + **Operations**
- + **Finance & Admin**
- + **People & Culture**

When these pillars are aligned, businesses tend to operate with greater clarity, stronger accountability and improved decision making, with the aim to increase profitability.



**Workflow for the PlanA Five Pillar Framework**



# PLANNING

**Planning provides direction for the entire business. Strong business owners regularly step back to consider where they're heading, how they compete, and what priorities matter most over the next 12 months.**

Clear strategy creates focus and supports better leadership decisions.

## **When Planning is weak:**

**Businesses often move from opportunity to opportunity without clear direction.**





# SALES & MARKETING

**Sales and marketing determine how the business connects with customers and generates revenue.**

Sales becomes a deliberate discipline rather than occasional activity.

**When Sales & Marketing are weak:**

**Revenue becomes unpredictable and growth depends on chance rather than design.**

# OPERATIONS

**Operations define how the work of the business gets done. As businesses grow, informal systems often create inefficiencies or bottlenecks.**

Strong operational structure ensures services are delivered within scope, supported by clear processes, strong compliance, and systems that monitor performance.

Businesses that execute well get better results.

## **When Operations are weak:**

**The business becomes overly dependent on the owner to keep things moving.**





# FINANCE & ADMIN

**Financial visibility supports confident decision making. Strong financial systems provide insight into profitability, cashflow, and overall performance.**

This clarity allows leadership teams to plan ahead, invest wisely, and understand whether strategic decisions are producing the results expected.

**When Financial Discipline is weak:**

**Owners often work harder while remaining uncertain about profitability.**

# PEOPLE & CULTURE

**Businesses succeed through people. As businesses grow, leadership shifts from doing the work personally to enabling others to perform.**

Clear expectations, capable leadership, and a strong culture help teams align around shared goals and execute strategy effectively.

**When People & Culture weak:**

**Even good strategy struggles to translate into consistent results.**





# FINAL THOUGHTS

**Running a business involves making hundreds of decisions every month. Some are operational. Others shape the future of the business.**

The PlanA Five Pillar Framework provides a practical way to step back and consider the areas that influence how a business performs.

### **What clients say:**

'Working with PlanA helped us step back and see the business more clearly. The structure around strategy and leadership discussions improved the quality of our decisions and how the business operates.'

If this framework prompts new thinking about your business, you may find it valuable to invest time exploring these areas further.

Learn more at:

[www.planiconsulting.co.nz](http://www.planiconsulting.co.nz)



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