

Jim Horan Strategic Associate



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Jim has the unique ability to take complex business situations and make them simple. He is the author of the bestselling The One Page® Business Plan Series including The One Page Business Plan for the Creative Entrepreneur; The One Page Business Plan for the Professional Consultant; The One Page Business Plan for Non-Profit Organizations and the soon to be published The One Page Business Plan for the Financial Services Professional. His popular and practical workshops help consultants, business owners and executives make their businesses more profitable.

Over the past 16 years, his company has assisted over 100,000 businesses, non-profits and consulting firms achieve sustainable cash flow and profitable growth by helping them create clear, concise and actionable business plans. His company is rapidly becoming recognized internationally as a leader with its innovative planning and performance management products, software and consulting services.

Key Accomplishments

- ⊗ In 2003 Goldman Sachs awarded The One Page Business Plan Company a grant to create online University Entrepreneurship and Business Plan Contest for two universities in South Africa and six universities in China. Over 600 students participated in this 8 week program.
- ⊗ In 2004 created a program to assist international social venture entrepreneurs at Stanford University enrolled in the Digital Vision Fellowship Program to create business plans for technology solutions for global health and environmental issues.

Industry Experience: Jim is president of The One Page Business Plan Company, a Berkeley, California based firm that markets, sells and delivers its products, training and consulting services through its 350 licensed senior consultants. He founded the company in 1990 after nearly two decades in senior level financial positions with Shaklee Corporation and Bayer Pharmaceuticals. Its web-based enterprise One Page Planning and Performance system is considered the breakthrough performance management application with over 400 installations. Companies using One Page products and services include Oracle, IKON Office Systems, Morgan Stanley, Ameriprise, New York Life, Northrop Grumman, Herman-Miller, State Farm, Edward Jones, and Tillamook Cheese.

Professional Associations

- ⊗ Institute of Management Consultants
- ⊗ National Speakers Association
- ⊗ GAMA International
- ⊗ San Francisco/Bay Area Independent Publishers Association
- ⊗ American Society for Training & Development)

Community Involvement

- ⊗ National Association of Women Owned Businesses
- ⊗ North Bay Multi-Media Association
- ⊗ National Organizational Development Network
- ⊗ SCORE
- ⊗ Bay Area Entrepreneurs Association
- ⊗ Silicon Valley Association of Startup Entrepreneurs
- ⊗ Project Management Institute
- ⊗ California State University Boot Camp Programs
- ⊗ Women's Initiative for Self Employment