



Seanfoster Business Coaching and Advisory

Last Updated: 16/07/2025 11:24 AM, **By** Sean Foster

1-Year Goal

16/07/2025 **BHAG (20+ years ahead)**

01/04/2042 **One Word**

We have doubled our production of innovative toy components, successfully launched our eco-friendly ping pong ball range in three new international markets, and achieved a 20% reduction in our manufacturing carbon footprint.

Our team will have secured new B2B partnerships with at least two leading toy brands, and our product quality will have earned further industry recognition.

Shape the future of play by creating sustainable, high-performance toy components that set new standards for safety, fun, and environmental impact.

To be the heartbeat of next-generation toys across the globe, known for smart design, responsible manufacturing, and delivering joy that leaves a positive mark on the planet.

Inspired

Vision (3 years ahead)

29/10/2024 **Purpose**

1. **Market Expansion** - Enter 3 new international markets per year
2. **Strategic Partnerships** - Secure 2+ new contracts with leading toy brands annually
3. **Product Innovation** - Develop & Launch 2 or more new eco-friendly products per year
4. **Environmental Leadership** - Achieve a 20%+ year-on-year reduction in product carbon footprint
5. **Customer/Partner Satisfaction** - Maintain >90% positive post-launch customer/partner reviews

To Spark Delight in children and adults alike, while caring deeply for the world they'll inherit.

Through rigorous engineering and constant curiosity, we design and make toy components that inspire play, nurture imagination, and tread lightly on the planet.

Where We Play

1. **Geographic Presence** - New Zealand; Australia & USA
2. **Age demographics** - Pre-teen; Teenagers; Young adults (Kidults); Seniors (60+)

We Will Win By

1. Innovating relentlessly in material science, developing biodegradable and renewable alternatives without compromising play performance.
2. Maintaining transparent and traceable sourcing, production and impact metrics with third-party environmental audits published annually.
3. Building a passionate in-house R&D culture, where every team member is hands-on in experimenting, prototyping, and peer-reviewing new ideas.
4. Partnering with visionary toy designers to co-create components that unlock new forms of play and learning.
5. Listening closely to both our B2B customers and ultimate users - children & parents, to ensure our products are irresistible & responsible.
6. Streamlining operations to deliver consistent quality & reliability, no matter the volume or customer location (locations within our targeted areas).

Our Value & Convictions

1. We build Trust & Act with Integrity - in every decision, every interaction.
2. We Challenge the status quo - always looking for better ways to serve, grow & lead.
3. We look for Smarter ways to improve - through fresh thinking, creativity & mindful leadership.
4. We Stand by the results we deliver - if our service isn't making a real difference, you're free to walk away.
5. We Believe in people - we all have more potential than we realise, and we're here to help bring that out.

The primary Metrics we Track are

Name	Details
Innovation	Percentage of Revenue from products developed in last 5 years
Revenue	Revenue; Margins; Capital Reserves
Culture	Annual 360 surveys; Customer NPS; Chairman assessment

SAMPLE ONLY