

Business Planning

> Drive UP business performance with a clear vision and game plan



OBJECTIVE

Any high performing team or business knows where they want to be and how they are going to get there. This workshop provides a business planning framework which will enable you to set a clear direction for your team and create a game plan which will get you there.



Workshop Duration > 2 days (1 month apart)

OUTCOMES

At the end of this workshop you should be upskilled to:

PLAN FOR SUCCESS - WHY PLAN?

- > Realise that without a plan you're not likely to get anywhere efficiently
- > Acknowledge that a 'business plan' is a 'road map' for your business
- > Link planning with leadership and business results Targets; Results; Profits
- > Plan to drive your business, rather than being reactive
- > Implement the three stages - where do we want to be; where are we now; how are we going to get there!

CURRENT SITUATION ANALYSIS - WHERE ARE WE RIGHT NOW?

- > Complete a current situation analysis for:
 - Department - current department; products and services; culture; image
 - Team - structure and talent - current vs. ideal client
 - Clients - current vs. ideal client
 - Suppliers - current vs. ideal client
 - Market - changes, threats, opportunity and trends
 - Competitors (direct and indirect)
 - Limitations and frustrations
 - Your competitive advantages and unique selling points
- > Complete a SWOT analysis and take appropriate action
- > How could we be using our resources better



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OUTCOMES

OUR BUSINESS

- > Write the purpose of their business
- > Develop core business values which are living and touch every business decision, action and behaviour
- > Lock down a 1-2 year vision
- > Define a list of unique qualities which set you apart from your opposition
- > Define how they would like the business viewed both internally and externally
- > Build a business profile
- > Investigate and profile your 'ideal' customer
- > Identify critical success factors

DELIVER RESULTS WITH STRATEGIC GOALS AND TACTICAL PLANS

- > Develop strategic goals and tactical plans to bridge the gap between the current situation and where we want to be. Five key areas include:
 1. Operations
 2. Financial
 3. Marketing & Sales (incl. Client Care)
 4. Innovation
 5. People - Talent and Capability
- > Explore the inter-relationship between the different objective categories
- > Link your business goals to the customer experience and to your team who will drive this
- > Create both a Business Plan 'strategic - long term plans' and a Tactical Plan (short term action plan e.g. 12 months) on return to the workplace

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LEADERSHIP

WORKSHOP OUTLINE



Training Techniques > This workshop is highly interactive involving uplifting individual, paired and group exercises. Discussions, case studies and brainstorming sessions ensure a practical edge and put theory into practice.



Pre-work > For the best traction and engagement participants complete a pre-work assignment. This analysis of workplace situations is intended to be thought provoking and a great foundation for the training. Pre-work allows us to hit the ground running at the workshop with real-life information.



Follow Up > Each participant will create an action plan to ensure continued self-development in the workplace and the greatest gains for the organisation.