

# **EFFECTIVE BUSINESS PLANNING SEMINAR**

## **2-day Course**

### **PURPOSE**

To identify and explore the use of business planning as part of an effective management process.

### **WHO SHOULD PARTICIPATE**

Directors, senior managers and employees who are responsible for preparing or making a significant contribution to a business plan.

### **COURSE OBJECTIVES**

**By the end of this course, participants will be able to:**

- Identify the benefits of business planning and the common barriers that, if not addressed effectively, can cause the process to become superficial
- Identify how to combine ideas from sources such as business excellence models, Balanced Scorecard, and Investors in People, etc
- Recognise the importance of aligning business planning and management processes
- Identify how to use supporting tools and techniques
- Derive objectives from the overall strategy and ensure all people, initiatives and improvements are working towards the same goals
- Consider the management and leadership practices that are essential to deploying and delivering a business plan
- Make informed decisions about how to use business planning as a blue print for translating goals into the objectives, initiatives and actions that will drive performance

### **CONTENT OVERVIEW**

The seminar will be tailored to meet the specific needs of the participants. The following information will provide the framework:

- Vision and mission statements – why they are used and how to create them
- How market leaders keep their edge
- Why planning and performance management are fundamental business requirements
- Tried and tested principles for a working business plan (and why organisations unintentionally plan to fail)
- Testing a step by step business planning process
- Using a values based approach to strategic planning (the pro's and con's)
- Aligning commercial practices and leadership behaviour with proclaimed values
- Developing goals and strategies
- How to complete a detailed gap analysis
- How to ensure objective setting and action planning are thorough and effective
- Implementing a business plan and engaging the organisation's people
- Monitoring performance, managing variances and providing support