

Business Planning: Practical Strategies for Organisational Success

INTRODUCTION

Business planning provides the means by which successful staff develop and implement strategies and action plans that achieve the goals and objectives of their enterprise. Effective business planning links the enterprise's internal capability with the opportunities and threats it faces in a continuously changing environment.

This programme provides a practical framework and a set of techniques for developing, communicating and implementing business plans. The application of this framework will result in business plans that focus on achieving breakthrough improvements in business performance.

The programme also covers a number of practical strategies that can be applied to products, services, people and processes. These strategies can be used in a wide variety of enterprises and are illustrated using practical cases and examples.

WHO SHOULD ATTEND?

- Business unit heads, business strategists, developers of business plans, analysts and researchers supporting the development of business plans, all people required to contribute to and implement business plans

PROGRAMME OBJECTIVES

- Understand the core elements of a business plan
- Apply an effective business planning model and process
- Develop a clear strategic vision
- Identify and analyse external and internal influencers
- Use scenario planning and business forecasting
- Set goals and objectives
- Develop practical strategies for markets, people and processes
- Document and communicate the business action plan
- Obtain support and resources for the business plan
- Monitor business performance

TRAINING METHODOLOGY

State-of-the-art business planning methods and techniques are transferred by means of short, focused presentations which are followed by experiential learning sessions. In these sessions the knowledge gained is applied to real-world examples and case studies. Rapid learning of the methods and techniques is achieved by means of group work, individual work, participant discussion, facilitator interaction and constructive feedback.

PROGRAMME SUMMARY

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PROGRAMME OUTLINE

DAY 1 - Foundation Concepts

- The importance of business planning for organisational success
- The elements of a business plan
- A practical business planning model and process
- Organising for business planning
- Identifying and engaging stakeholders
- Defining your focus and key success factors
- Practical work using a case study

DAY 2 - Analysing the Business

- The five strategic questions
- Gathering the right information
- Analysing the competitive domain - the four Cs
- Analysing the internal and external environment
- Identifying drivers for change
- Scenario planning and business forecasting
- Practical business analysis work

DAY 3 - Formulating Business Strategy

- Developing a vision and mission statement
- Strategic positioning and strategic options
- Competitive strategy - cost leadership versus product differentiation
- Practical product and service strategies
- Practical business process strategies
- Practical people and organisation design

DAY 4 - Implementing Business Plans - Making Change Happen

- Linking action to strategy - the action planning process
- Selecting performance measures and setting objective
- How to write and communicate action plans that achieves results
- Aligning products and services to meet the strategic vision
- Designing processes and allocating resources to achieve strategic objectives

DAY 5 - Monitoring, Evaluation and Control

- Monitoring business performance
- Maximising opportunities and cutting losses
- Taking corrective action
- Creative problem solving
- Analysing success, failures and lessons learned
- Improving your business planning process