

RESOURCE SPEAKER TOPIC OUTLINE THE ONE PAGE BUSINESS PLAN 1PBP®

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*Getting from “Where you are now”
to “Where you want to be”*

Session One
Strategy Establishment

FOCUS, CLARITY, BREVITY, PASSION

Strategic planning has often been seen as too complex, too difficult, too time-consuming and often “not for me”. There is a general lack of understanding of the essential nature of planning for future direction, which often stems from the fact that many people are unsure of “where they want to be”. They can also find it difficult to establish “where they are now”.

Strategic planning can substantially increase Return on Investment (ROI) and Profit.

There seems to be a shortage of simplicity in strategic and business planning today. These processes can only be effective if they are simple enough to be understood, owned and used by the key people in your organisation.

Strategic planning for Small to Medium Enterprises (SMEs) approaches the issue of future direction in easily understood terms. This is achieved with a view to ensuring that the time, cost and energy associated with developing and maintaining a clear definition of where the organisation is going (from where it is now) delivers real value and bottom line benefit. The key philosophy behind this approach is the reduction of each of the key steps to a single page.

THE KEY STEPS

This first session workshop will cover the following key steps in the One Page Business Plan process:

Vision

What the company will look like in three to five years. What are you doing, where and with whom?

Values

The boundaries of behaviour established by the business leader – the “culture” of the organisation.

Strategic Analysis

Looking at the Forces Driving Change (FDCs) and Critical Success Factors (CSFs) for your industry to operate, and the completion of an external SWOTAC analysis (Strengths, Weaknesses, Opportunities, Threats, Assumptions and Constraints).

Key Objectives

Matching your opportunities against the Forcing Driving Change (above) and developing your five Key Strategic Objectives for the organisation. These form the core of the 1PBP®.

One Page Business Plan 1PBP®

How to complete a 1PBP® from the external SWOTAC.

The strategic planning process is an essential step in creating value and improving the bottom line.