

# Business Strategy & Planning: 1 Day Workshop



## OVERVIEW

Successful businesses know where they are going and have strategies and action plans to monitor progress towards achieving their goals. They take time to think through the most appropriate strategies. Do you?

In addition to our quality business plan example ideas and tools, this course will walk you step-by-step through the process of building a rock-solid business plan which can also form the basis of a funding request document if required. Section by section, we will walk together and learn what must be learned in order to start and/or improve your business.

## COURSE OUTLINE

Topics covered include:

- The vision and mission statements
- The Balanced Scorecard
- Diagnostics for your business
- Creating the Strategic Plan
- Building the Marketing and Sales Strategy
- Setting goals and objectives
- Cash flow and financials
- The funding request
- Business planning software

Tools and exercises will be provided so that you can practice the techniques and strategies covered in the course.