

**Technically correct but long drawn out business plans that fill a book and then sit on a shelf are a waste of time, BUT having something simple that harnesses all your ideas into a workable plan is incredibly useful**

## **“The one-day, one-year Business Plan”**

*A workshop for business owners to harness ideas and turn them into a workable 12 month plan*

### **08.30 Coffee and Introduction**

You will be working alongside a group of independent business owners for the day. All attendees will have been vetted to ensure that there is no direct competition with your business. It is however hoped that there will be some synergy between you and that every person will benefit from working with each other.

### **09.00 Establishing a Destination and 12 month horizon**

This first session will establish what you want to get out of the business in the long term. You will undertake an exercise that enables you to align the future of your business with your own future; to establish some specific expectations and firm up your desires. You will then establish a 12 month target for each of the key performance areas of your business that lead toward the achievement of your newly established overall goals.

### **09.45 Existing Viability & Feasibility – what will happen anyway**

Having a target is one thing, but achieving it is another entirely. Before figuring out what needs to be changed or addressed it is essential to recognise the current situation and anticipated business performance without any intervention. You will undertake an exercise to establish how likely your business is to achieve your goals in its current format, both in terms of its profit capability and capability to match the needs of your market.

### **10.30 Stronger Coffee**

Trust me, by now you'll be needing a strong cup of coffee!

### **10.45 Gap analysis and detailed targets**

Your business will have a number of revenue streams and means of generating profit. In this session you will figure out what needs to change in each significant area of your business, in order to reach your new goals and aspirations.

### **11.30 Market analysis, the Competition and You**

As you don't operate in a vacuum, your competition and the current state of your market will affect your plans; hence this session is all about defining the strengths and weaknesses of your offer as well as the

opportunities and threats that the external environment provides.

### **12.15 Possibility & Potential**

If setting a target is the 'what' then figuring out the possibilities and potential for your business is the 'how'. In this session you will brainstorm and explore the kind of changes that might be necessary in order to achieve your new financial targets.

### **13.00 Lunch**

### **14.00 Quick to Cash**

While brainstorming potential and possibility may have opened your mind to new ideas, this session brings you back to the reality of 'effort versus reward'. Using a simple model you will categorise your possible actions into those that are higher risk and longer to implement as opposed to those that carry the least risk and offer the fastest return on your investment in time and energy.

### **14.45 Visibility & Marketing**

Inevitably the changes you've decided on will need to be communicated to your customers. In this session you will explore and plan how to use both traditional marketing tools as well as making best use of the internet and social media.

### **15.30 Tea**

A refreshing break before the final session

### **15.45 Liquidity & Cash Planning**

Everything you do and every change you make has a cost implication; ensuring you have the cash to fund an expansion plan or change in approach is crucial to the success of any plan. This session will therefore help you produce a simple cash flow forecast for your business and your new business plan.

### **16.30 Priorities, Plans and Committed Actions**

To gain the benefits of a great plan you must now put that plan into action; therefore this final session takes your ideas and puts them into a workable set of planned actions. You will recognise the difference between strategy and tactics and come away with a plan that's ready to go.

#### **Cost:**

#### **General:**

250 Euro per person

To reserve a place at the workshop or to discuss the opportunity further please contact Martin Goodyer on [martin@martingoodyer.com](mailto:martin@martingoodyer.com) or call 0044476 305203