

'Grow Smart' Series

Session One – Planning for Growth

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Prepared for SBDC –
Academy for Entrepreneurial and Economic Development



Top 10 Reasons why Small Business Fail



- ☑ Procrastination
- ☑ Ignoring the Competition
- ☑ Sloppy or ineffective marketing
- ☑ Ignoring customers' needs
- ☑ Incompetent employees
- ☑ Lack of versatility
- ☑ Poor location
- ☑ Cash flow problems
- ☑ A closed mind
- ☑ Inadequate Planning

Course Objective & Outline



Objective: Provide YOU the knowledge and tools necessary to effectively prepare your business (organization) for growth.

Outline:

- What is your business' future?
- Why planning is important?
- Basic planning steps
- How to get started?

Planning is the Key!

What is your business' future?



New Business

- Who are my customers?
- What do I need to get started?
- What kind of finances do I need?
 - What of my competition?

Existing Small Business

- How do we expand our market space?
 - How do we differentiate from our competition?
 - What will be required (to move toward the future)?

Not-for-Profit Organization

- How do we attract more members?
- How do we keep existing members interested and involved?
 - What must we do well?

Any Business or Organization

- How do I attract and retain the right kind of employees?
- What kind of support/infrastructure do we require and how to we get it?
 - Capital, Capital, Capital

Why Planning is Important?



- Helps to set realistic financial projections
- Helps to define the target market/customer
 - No organization can be everything to everybody
- Promotes research about your business
- Gains better understand of competition
- Provides 'channel markers' for all
- The foundation of any solid Business Plan

Strategic Plan vs. Business Plan

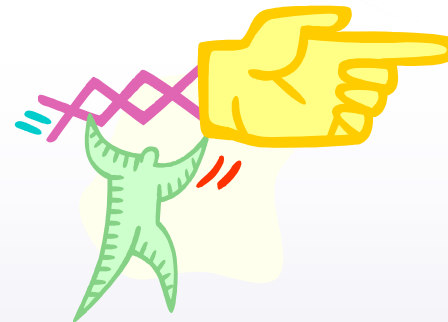


What are they?	
Strategic Plan	Business Plan
Conceptual and dynamic by nature; it provides a guide for achieving desired results, which often change on a regular basis	Focuses on the viability of a business idea by analyzing the market place and establishing realistic financial projections
How are they used?	
Strategic Plan	Business Plan
To help guide the financial priorities and efforts of the organization. The organization and personnel should be monitored for contribution to the strategy. A basis for the Business Plan.	A primary tool to attain business capital and financing. Tool used to demonstrate the anticipated financial performance of the business.

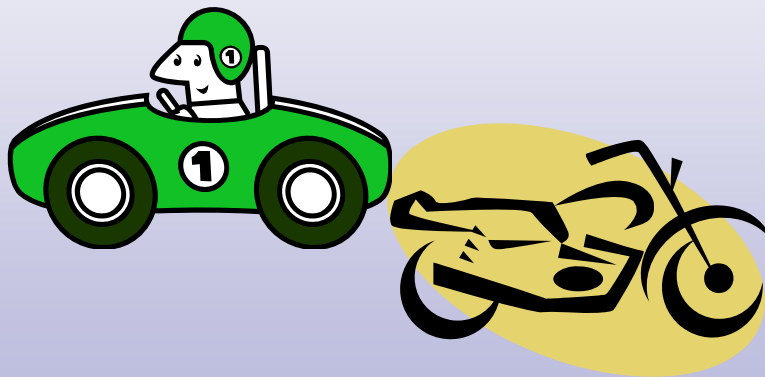
What Planning Answers...



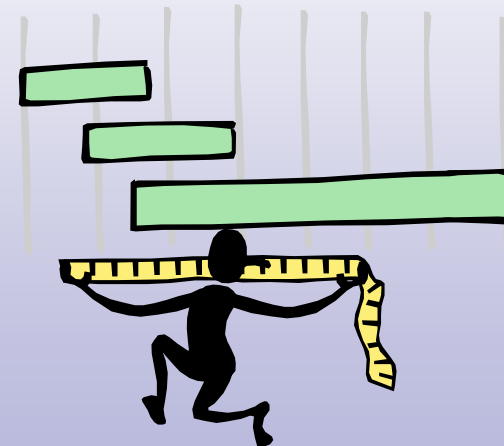
Where are we now?



Where do we want to go?

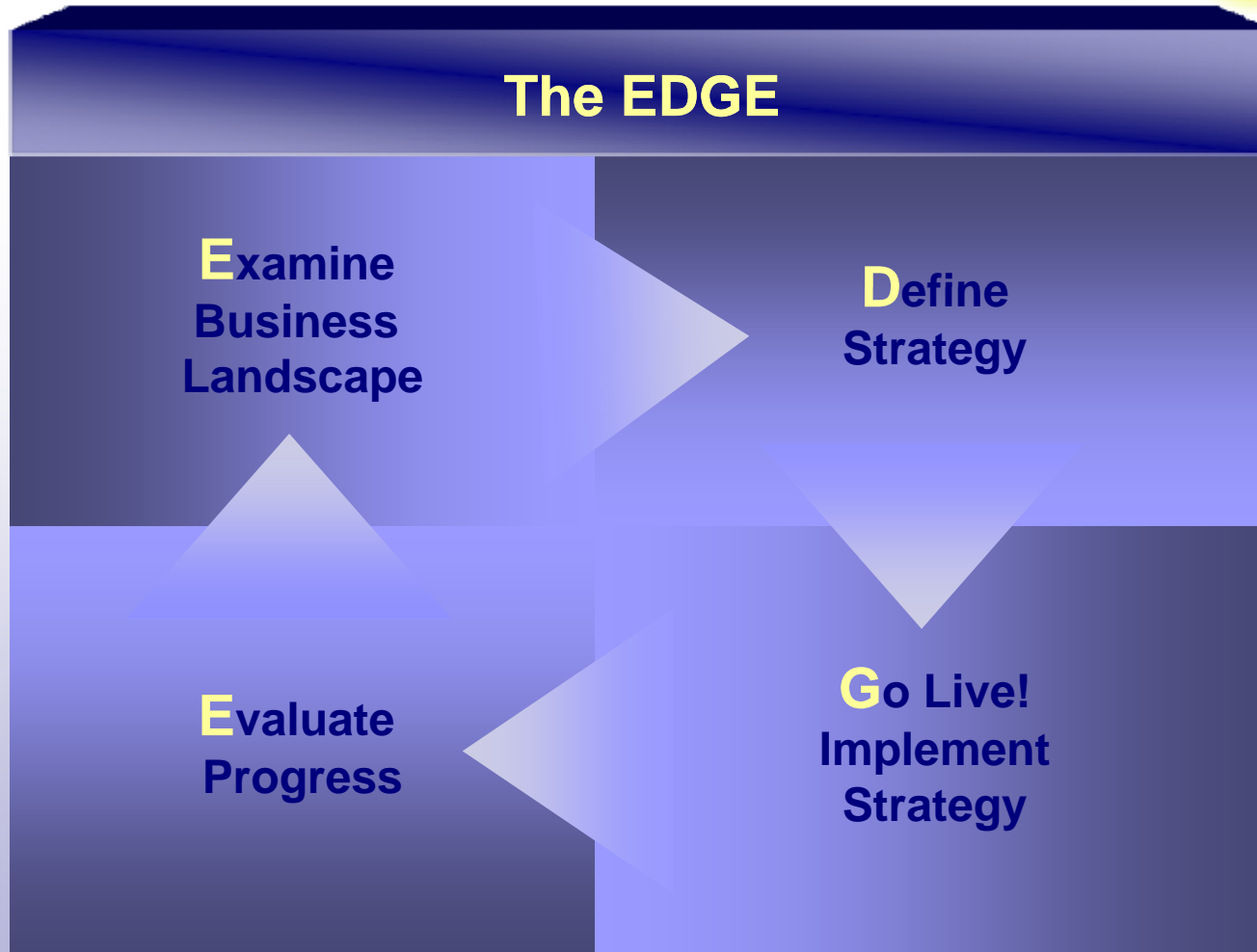


How do we get there?



How are we tracking?

The Strategic Planning Process:



What is your business landscape?



Examine
Business
Landscape

- Market place
- Customers
- Suppliers
- Economic conditions
- Competitors
- Partners
- Compliance/Regulatory
- Workforce

Participant Exercise One



Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

- Useful tool for assessing an organization's environment
- Enables review of:
 - ☑ Organization's current state – strengths and weakness
 - ☑ Future possibilities – opportunities
 - ☑ Barriers to success – threats

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1. Use the SWOT template to perform an analysis of your organization's business landscape
 2. Attempt to list at least one item for each area
 3. Please take five minutes to perform this exercise

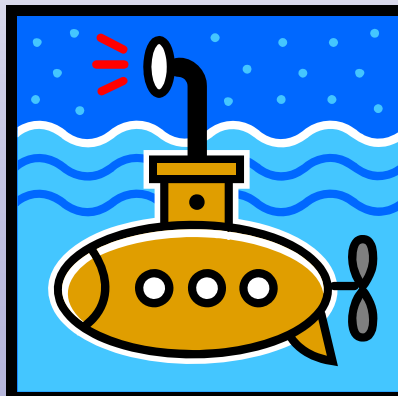
Defining Your Strategy...



Define Strategy

✓ **Strategy is about setting priorities**

✓ **The chosen strategies will guide how the organizations will spend its non-operational resources and energies.**



The Strategy represents the broad priorities adopted by an organization in recognition of its operating environment and pursuit of its mission.

~Paul Niven, author~

Strategy is your organizations 'Game Plan' for moving toward the future.

Participant Exercise Two



1. Complete the Pre-strategy Questionnaire (10 minutes)
 - a) Try to complete at least two questions
 - b) Use the SWOT analysis to help focus your goal statements
 - Pursue an opportunity
 - Neutralize a threat
 - Leverage a strength
 - Overcome a weakness
2. Write at least two Strategy Statements (5 minutes)
 - a) If possible begin with a customer area



Strategy Showtime...



**Go Live!
Implement
Strategy**

What we have done...

- Performed a SWOT analysis
- Articulated our 'Game Plan' for the future

What we need to do....

- Begin executing toward our strategy (game time)
- Perform specific activities that will help achieve our desired future

Strategy Projects



- Specifically 'How' the organization will achieve strategy
- Set of activities
- Completion of the project drives strategy



Participant Exercise Three



1. Case Study (10 minutes)
 - a) Read through Case Study and complete

2. Write Strategy Projects for your organization (5 minutes)
 - a) Use the strategy projects worksheet to brainstorm for ideas



Participant Exercise Four

