

# Writing a Successful Business Plan



Every day you have to make decisions about how to spend your time, your effort and your organisation's money. How you make those decisions determines whether your organisation succeeds or fails. At the heart of any sound decision is a business case that examines the options, gathers evidence and identifies the resources required and the benefits that might accrue.

If you want people to listen to your ideas and take action you'll have to be able to present a clear and compelling business case. This workshop shows you how to make sense of the task at hand and build confidence in your ability to build a well-argued case.

This skill building workshop is designed to help you:

- Identify the key steps in the planning process
- Perform the research with all the tools to undertake an analysis
- Devise, implement and evaluate a successful business plan
- Develop key indicators to track progress
- Construct and write an unbeatable, logical business case
- Decide how and when to review and revise the business plan

## Who Will Benefit?

This workshop has been designed for managers who are responsible for developing business plans in their organisation.

## Course Outline

- What is a business case?
- Why do you need a business case?
- Objectives of a business case
- Differences between business case and business planning
- The key elements of the planning process
- Who should be involved in planning?
- The role and expectations of stakeholders
- The role of budgets and targets and financial analysis
- Understanding the risks inherent in your plans
- How to do the research & gather evidence
- The tools in the tool kit
- Structuring the business case
- The importance of communicating the plan
- The various audiences for the plan - understanding their needs
- Unit and department plans - what should you include?
- Responsibilities and personal objectives for implementation
- Monitoring implementation and progress
- When and how to revise the plan
- Action planning

## Duration

1 Day

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