



The Business Empowerment Range™

**Discover Strategic Planning
for Your Business**

JFP
STRATEGIC PLANNING

Introduction

- Who we are
- In this presentation we will look at:

Conventional wisdom on strategic planning

About entrepreneurs

Why plan?

The processes of strategic planning

What is strategic planning?

The key elements of strategic planning

- **How The Strategic Planning Toolkit for Businesses™ works**
- **How to proceed**

Who We Are

- **We are a business advisory practice committed to helping clients using empowerment approaches**
- **We are fully trained in the use of The Strategic Planning Toolkit for Businesses**
- **We are accredited members of the international group of The Association of Accredited Strategic Planners (AASP)**

Conventional Wisdom

- **Strategic planning is a term often used to describe long-term and often grand governmental initiatives**
- **You may be aware of expansive strategic planning undertaken by multi-nationals**
- **These often involve the employment of a huge team of consultants**
- **These projects can last weeks or even months and years**
- **They often cost hundreds of thousands of pounds**
- **Some conventional wisdom says strategic planning is just for multi-nationals, governments or established businesses**
- **This is simply not true**

About Entrepreneurs

- **As the owner of a business you have joined a special kind of club, an entrepreneurial club**
- **You have decided to start your business and take risks**
- **You will give your business total commitment**
- **You are likely to be strongly motivated**
- **Entrepreneurs often persevere when others falter**
- **As an entrepreneur you are also special in that you want to feel in control of your circumstances and your future**
- **Feeling in control really matters**
- **That is why strategic planning for business owners, like you, is so important**

Why Plan?

- **Many businesses lack clear direction and go off in different directions**
- **This results in the owners reacting to events rather than having clear goals and direction**
- **This is time consuming, costly and frustrating**
- **To avoid this, the answer is strategic planning**

Why Plan?

- **Strategic planning is about knowing...**
- **Where you are now**
- **Where you *want* to go**
- **How you are going to get there**

Why Plan?

- **We all know that business doesn't always go as planned**
- **With strategic planning in place for you the probable reality will be...**
- **You know where you are now**
- **You establish a planned destination**
- **Along the way, using a review process, you gently update your planned destination, adapting to change**
- **However, importantly you continue to feel in control**
- **Feeling in control by planning**

The Processes of Strategic Planning

- **Clear understanding of 'where you are now?' and 'why you went into business?'**
- **Agreed and written goals and objectives, both personal and business**
- **Action plans with agreed time frames**
- **An agreed review process built into your plans**
- **This is your written Strategic Plan**

What is Strategic Planning?

- Strategic planning is not a prediction of the future
- However, what you *do* now, affects your future
- A Strategic Plan is not a business plan prepared to help you raise funds that sits on the shelf getting dusty
- It is not a cash flow forecast
- A Strategic Plan is a plan that identifies where you *want* to go
- Not, more of the same, unless, of course, that is what you want!

The Key Elements of Strategic Planning

- Time away from the 'heat of battle'
- A chance to listen to your co-owners at these key early times
- Working beyond short-term problems
- Using a skilled and trained facilitator
- Writing and recording your plans
- Agreeing action plans and review processes

How The Strategic Planning Toolkit for Businesses Works

- **Strategic planning in just one day**
- **All business owners need to be present**
- **Only business owners should be present**
- **Planning with a clear mind**
- **A fully facilitated session**
- **A structured approach**
- **A no risk fee arrangement**

How The Strategic Planning Toolkit Works

- Gives you a feeling of being in control
- Creates focus and direction
- Ideas generated on profitability
- An understanding of what all owners want
- Inspiration and motivation
- Plans to monitor progress
- 'Buy-in' by all owners to a rolling 5 year Strategic Plan

How The Toolkit Works

The product consists of 14 modules:

- **Visual presentation**
- **Personal objectives**
- **Business objectives**
- **Agreed strategic objectives**
- **Existing products and services**
- **Potential products and services**
- **Sales and marketing**
- **Location**
- **Management information systems**
- **Owners roles**
- **Strategic financial modelling**
- **Action plans**
- **Review process**
- **Conclusion**

How to Proceed

- **You may be totally confident there is nothing more you can do to feel in control of your future**
- **Alternatively, you may want to know more, in which case please ask us whatever you want**
- **Or you may simply wish to go ahead and book your strategic planning session**



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'A sailor without a destination cannot hope for a favourable wind'
Leon Tec