

# ***GROWTH PLANNING FOR YOUR BUSINESS***

## ***– Program objectives and expected outcomes***

A plan is an important tool for all businesses. If a business does not have a written plan, it is unlikely that the people involved know where the business is going and what is to be achieved.

The plan may be in some person's mind but that does not help other team members and stakeholders grasp the essence of where the business is going and how it will get there. Opportunities that are available to the business may go unnoticed and/or undeveloped.

You'll work through an eight episode process to gather the information needed, analyse that information and formulate your strategies to finalise your plan. During the program you will be guided by a mentor/facilitator.

You will receive a manual as part of the resources for the program. In addition, you will have access to:

- Growth plan template
- Various tools
- Sample plans
- Workshops
- Mentor

At the end of the program, you will:

- Understand the planning process
- Have developed the objectives for your business
- Have in place a clear direction for the next few years.

In the program, we are going to focus on the process – the starting point in developing a good plan.

There are three key questions that need to be answered in the process:

1. Where are you now?
2. Where do you want to be?
3. How will you get there?

The answers can be found by following the 8 episodes.

The program helps owners and managers to become more entrepreneurial in their day-to-day business activities. This enables them to become more adept at recognising and creating business opportunities. The process provides positive rewards for participants through personal development.

As with most things in life, the more effort you put in, the more you will get out of it. This cannot be stressed enough. You're on your way to identifying the key strategic elements that will build your business. It's both challenging and exciting. Have fun!

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