

Strategic Business Planning

Course Description

Business planning is critical in the achievement of business objectives and hitting targets. This Strategic Business Planning course provides a thorough grounding in how to create, measure and implement a business plan.

Delegates will address the key strategic, planning and budgetary issues for implementing a successful business plan and have the opportunity to review the initial stages of their own plans using their own real data.



Course Outline

The Key Elements of a Business Plan

- What is the business plan? - purpose and key elements
- Understanding the business plan cycle
- Techniques for developing business planning
- Relating your plan to corporate objectives and strategy
- Identifying resources required

Business Analysis and Strategic Planning

- Market analysis - SWOT
- Competitive profiling and analysis
- Market analysis - market size and future trends
- Strategic planning

Implementing the Plan

- Financial management and reporting
- Creating and controlling a budget - managing costs, cash flow, income and profit
- Pay out and return on investment
- Risk identification and management
- Managing resources - setting team/departmental objectives and direction

Evaluating and Evolving the Business Plan

- Measuring success - where are you in the plan and what have you achieved
- Reviewing and reporting progress versus plan

Personal Development

- Develop a personal action plan

PMI Accreditation:
40 Contact Hours and Certificate of Attendance

Course Duration: 5 Days

Course Objectives

- Identify the key steps of the business planning process.
- Relate your plan to the organisation's business plans and objectives.
- Devise, evaluate and implement a successful business plan.
- Develop key indicators to track progress versus the plan.
- Manage the budgetary aspects of a business plan.
- Decide how to review and revise the business plan.

Who Should Attend?

- Directors;
- Company Owners;
- Functional Managers;
- Program Project Managers;
- Department Heads.

Specialised Management Group is a Globally Registered Education Provider and this course has been accredited by the Project Management Institute (PMI®), benchmarked with the very best universities worldwide. The Project Management Institute® is the world's leading association for the project management profession. PMI® credentials are globally recognised and prove your level of education and experience in project management. PMI®'s certification validates your knowledge of project management processes and terminology. This will allow you to gain boost your employability across all industries and increase earning power.

