

Content

The planning process

- 10 step process
- stakeholders and how to engage them
- business analysis
- strategic context
- executing the plan

Communication

- documenting the plan; different formats and content
- understanding the needs of different audiences
- business, business unit and functional plans
- communicating the plan

The numbers

- financial and non-financial data
 - understanding the risks and stating your assumptions
 - layout, formats, presentations
- budgets, targets and forecasts.

Business Planning

Business Skills

Does the onset of the annual business planning cycle fill you with dread or panic? We can fix that. This simple one day programme enables managers to prepare highly effective business plans with confidence.

With practical tips and real world examples, this programme covers business analysis, formulating and developing the plan as well as how to communicate it.

Benefits

By the end of the programme you will be able to:

- approach planning with confidence and clarity
- cut through data and draw out valuable business insights
- focus on what is really important
- develop robust business plans that stand up to scrutiny
- know how to bring colleagues with you on the planning journey
- prepare plans that deliver results.

© Morgan Clarke Consulting

Approach

The day is a mix of reflection with participants drawing on their own experiences and the facilitator's input.

Our facilitator, who has over twenty years consulting expertise in business planning (with clients ranging from finance, FMCG, manufacturing, telecoms, utilities, legal, and outsourcing) will bring the topic alive. We will cover all aspects from business analysis, process awareness and how to involve different stakeholders, through to developing and communicating a business plan that sets direction and enables delivery of key business goals and objectives.

Who should attend?

Suitable for any manager or professional with responsibility for producing or helping to develop a business plan in their organisation.

Programme information

Duration: One day

Price: £375 (excluding VAT)

Dates and locations:

6th March 2008 • Midlands

1st October 2008 • London

26th March 2009 • Surrey

For further details please call

John Baldwin on 01306 621600.

