

## Introduction to Business Planning

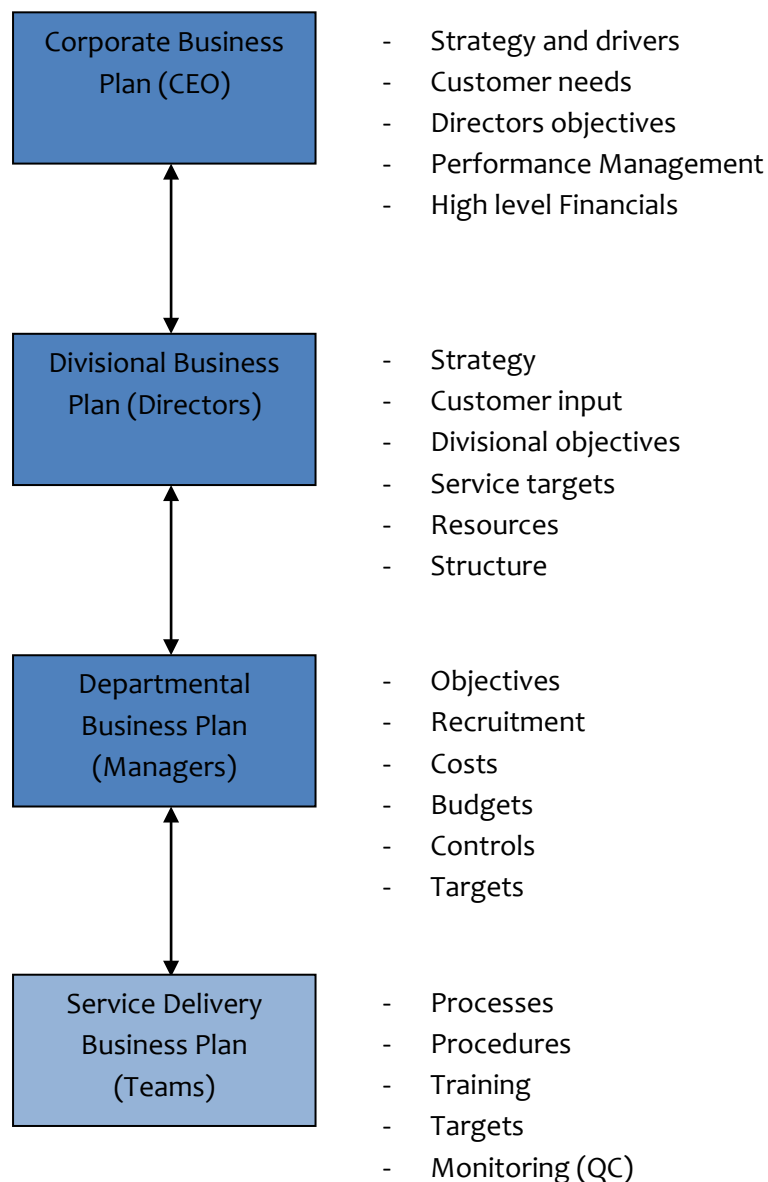
### Introduction

One of the keys to successful Business Planning is to keep it simple, focussed and have clear objectives as to what the plan is defined to achieve.

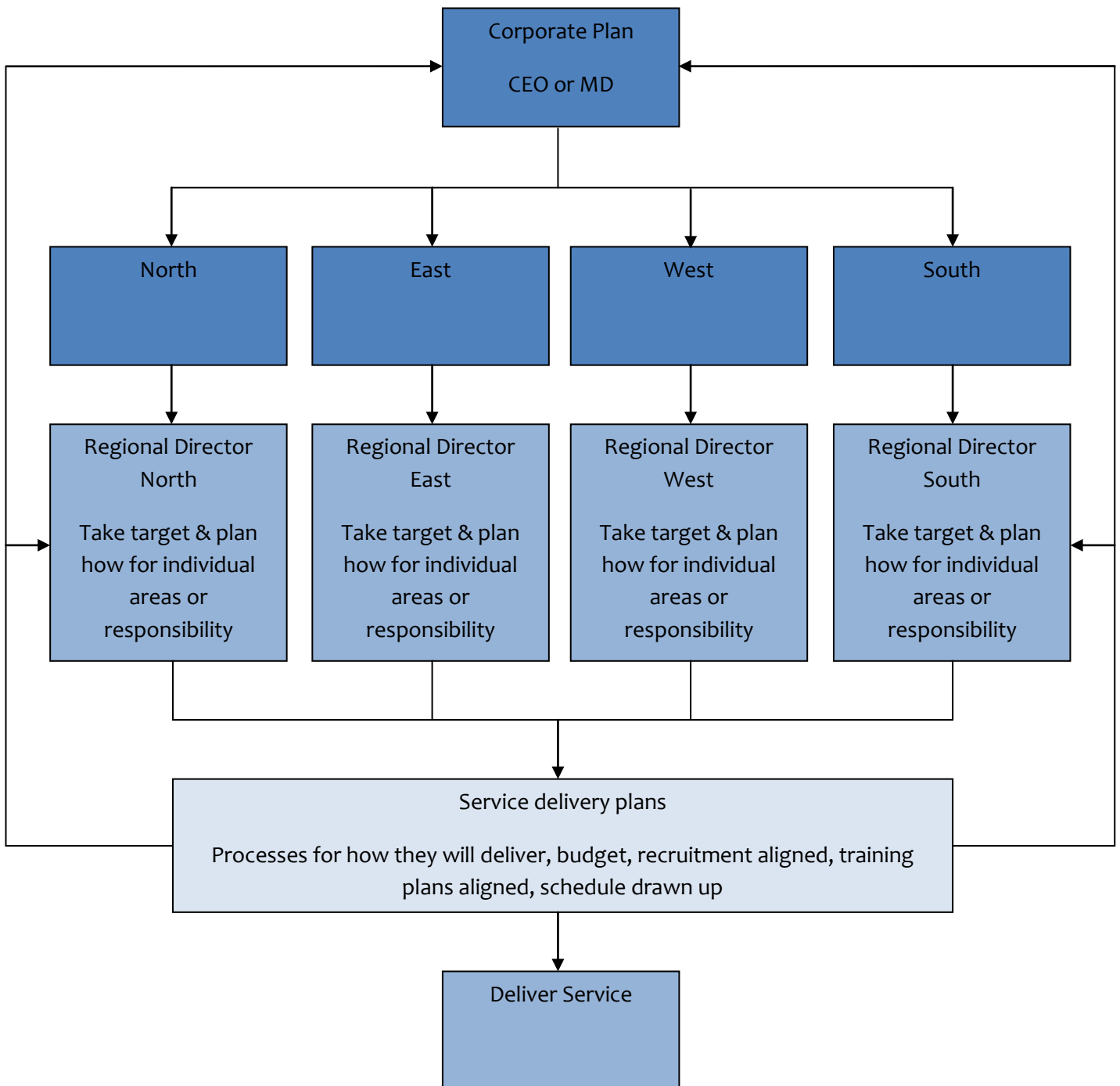
Business Planning should occur at all levels and does not have to follow any pre-determined structure. Examples are given below in figs (i) and (ii).

### **Fig (i)**

#### **Based on Organisational Structure**



**Fig (ii)**  
**Regional Model**



Business Plans are built at different levels, but they should all work from the same drivers, align with each other and deliver the same objectives for the customer and the business.

### **Why do we have a Business Plan?**

To provide structure, guidance and objectives for the business to work.

To align and unify separate parts of the business.

### **Risks of not having a Business Plan**

- The business drifts
- Everyone makes it up as they go along
- Working to varying objectives
- Personalities rule
- Lack of communication, poor motivation
- Lack of structure
- Wasted money and time
- Recruitment not aligned, overstaffed, redundancies
- Services not aligned
- Poor performance levels
- Customers neglected

### **Benefits of having a Business Plan**

- Join up the fragments
- Clear objectives
- Communication and guidance – unity of purpose
- Focus on customers
- Identifies and tackles problems
- Co-ordinates resources
- Processes are specified
- Sets targets and aids Performance Management
- Sets KPI's to check progress
- Plans finances
- Focus on results
- Basis for continuous improvement

## **Utilisation and Communication**

A Business Plan is about everyone helping to put together the pieces of the plan. Once completed, final actions are;

- Communication it
- Deploying it
- Ensuring Implementation
- Checking for the required results
- Making changes where necessary

Once of the most important considerations is that the final output (The Business Plan) should be shared and used. The Plan should be easy to understand and used as a live document to support the effective management of the business.