



Business Planning and Growth Strategies

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Introduction:

Leading organisations in the modern business environment succeed not only by battling with competing organisations but by creating uncontested market space.

This course has been designed to provide delegates with the tools and techniques required to successfully formulate, implement and monitor a plan for strategic growth.

Delegates will receive a roadmap to develop effective business plans and will be armed with the tools to strategically organise their process and people in order to deliver strategic goals in a volatile and ever changing business environment. This course will move on to examine the reasons for profitability and restrictions that occur in industries, as they compete within their established market places for market share.

Who should attend?

This practical course is designed for Senior Managers, Marketing Professionals, Board Executives and Directors who are actively involved in business planning. It is also aimed at those who are involved in analysing new marketing strategies and approaches.

Objectives

At the end of this course, delegates will be able to:

- Develop comprehensive strategies
- Identify and manage risks
- Plan for uncertainty
- Develop and write a business plan
- Identify and value opportunities
- Create business forecasts
- Design a structure for planning
- Effectively assess profitability
- Create innovative pricing models

Course Outline

The formal structured business planning process

- Types of planning and approaches
- Strategic thinking vs. Strategic planning
- Assess advantages and drawbacks of the formal planning system
- Presenting strategic business plans interactively: 'elevator pitch', road maps

People, processes and strategy

- Managing the dynamics of a VUCA World
- The importance of Customer Experience
- Analyse the efficiency of internal processes, technologies and tools
- Creating an organisational chart to sustain business plans
- Assessing internal team capabilities to prepare them for the future

Strategic direction and guiding priorities

- Organic growth vs. mergers and acquisitions
- Develop strategies for integration and specialisation: benchmark and maintain control
- Determine future profitability and Mega Trends
- Forecasting tools and techniques
- Impact of disruptive innovation and contingency planning

Continuous business improvements

- Identifying, evaluating and managing emerging risk
- Scenario planning
- The principles of agile organisations
- Evaluating processes and monitoring growth
- Adapting business processes to constantly improve quality

Creating new market space and growth strategies

- Formulating and executing new market strategies
- Expand existing industry boundaries
- Assessing growth through scaling, entry and innovation
- Identifying profit opportunities of new markets
- Maximising opportunities in a new market: the 7Ps of marketing