

## Strategic Planning Workshop

This 3 day strategic planning workshop will assist you to develop clear strategies and direction for your business' future. Attendees can include representatives from any of your business stakeholders, but should involve all Directors and the management team. You will get to know the members of your team, including what motivates them to be successful, their ambitions and goals for your business, and how you can utilise their skills to drive your business forward.

The first 2 days will consist of facilitated brainstorming discussions to:

- Define the current position of your business,
- Identify the appetite of the directors to take on risk either as a single business, or in association with another organisation,
- Consider the willingness and ability for the business to finance new ventures,
- Perform a SWOT analysis of your current business,
- Generate ideas for new initiatives utilising your business strengths and opportunities,
- Generate ideas for diversification of income streams, and
- Generate ideas for maximising efficiencies within your business.

From these discussions you will be guided to:

- Identify the strategic priorities for the next 1, 3 and 5 years and the investments required,
- Develop or review your Vision/Mission/Beliefs to ensure these compliment the new strategic direction, and
- Establish a marketing plan for your business for the next year.

The final day we will consolidate the ideas and strategies to set goals and estimate timelines for achievement of milestones. You will consider the priorities for funding and if you will require access to external finance or capital injection. Specific key performance indicators (KPIs) for your business will be set and you will be assisted in identifying the actions required to achieve these. Members of your team will be identified to take responsibility for the achievement of each KPI. Setting of staff KPIs in line with these business strategies to help achieve your business KPIs will be discussed as time allows.

Following the workshop, you will be provided with a written report of your business' Strategic Plan based on the discussions and decisions at the Workshop.



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