

business planning for business advisers

CODE: BPBA
DURATION: 2 DAYS
CPD HOURS: 14

PROGRAMME OVERVIEW

Yeh yeh yeh, we know ... ask 100 advisers about the format of a business plan and you'll get 100 different answers. This programme takes the lid off the highly important yet so commonly used phrase 'Business Plan' and looks at it from a new angle. As much a key aid for the development of the client's business proposition, it serves as the blueprint for the technical knowledge you need to have. Why not use this programme to help your team share best practice and adopt a standard approach across your whole organisation? Go on... we dare you!

OBJECTIVES

At the end of the programme participants will be able to:

- Take home an in-depth awareness of the business planning concept
- Identify the key benefits in the various formats a business plan can take
- Introduce the concept of business planning to clients more effectively
- Better assist clients develop a fit-for-purpose business plan in relation to their target audience
- Handle resistance and objections to business planning more easily
- Understand your own personal strengths and weaknesses in terms of the detailed technical knowledge required as a competent Adviser
- Apply the course content in conjunction with key advisory skills
- Appreciate best practice as it applies to business planning
- Clearly see the links to the SFEDI standards for business support

DAY ONE

Welcome and Introductions
Programme aims and objectives
Business Planning – why?
Getting the need across
Handling resistance and objections
Over, under, round or through
Identifying and filling knowledge gaps
Which way: mine, yours or theirs?
Making it fit for purpose
Pre-start, start, growth and high-growth
Taking advantage of technology
Preparing to do the jigsaw puzzle
Avoiding your comfort zone!

DAY TWO

Day One summary / learning points
The Business Planning backbone
Strategic overview
Finance and Accounting
Marketing and Sales
ICT and e-commerce
People
Innovation and technology
Operations and processes
Checking the jigsaw is complete
Delegate technical SWOT
Action plan for improvement
Summary and feedback

"It will enable me to see if I am assisting business planning well and where I can improve"

"It has given me the opportunity to assess whether to diversify in my future career goals"

"Very useful"

"Very useful, especially the action plan"

"Excellent day, excellent teacher"

"Extremely useful"

"The course has been useful in that I have gained great insight into what other people at the Centre do"

general features

TARGET AUDIENCE

Basically anybody involved with Business Support whether that be actively involved, involved on the periphery or just interested in becoming involved. Examples include business advisers, consultants, counsellors, mentors, coaches, trainers, network brokers, skills brokers, specialist advisers and intermediaries (e.g. accountants and solicitors). Delegates come from host organisations such as the Business Link network, local Learning & Skills Councils, regional development agencies (RDAs), enterprise agencies, chambers of commerce, training organisations, local authorities, economic development units (EDUs), banks and of course independent practitioners. You are all welcome!

START AND FINISH TIMES

We kick off with the essential tea and coffee (caffeine!!) available from 9.15 for a prompt start at 9.30. Programmes finish around 16.00 to 16.30 but actual times may vary depending on circumstances on the day.

CONTENT

Programmes are designed to be interactive, memorable and enjoyable. Consequently content comprises a mix of presentations, case studies, self assessment, group syndicate exercises, open discussion, videos, role play simulations, live internet feeds, best practice documentation and more. Actual content used varies from programme to programme and depends on the subject concerned. There is no pre-work to do but please let us know your background and if there is anything specific you want to achieve - we'll always do our best to help.

WHAT'S INCLUDED?

All food and refreshments, training materials and Institute certification. We don't build rafts and paddle across rivers so no need for a wetsuit. Just bring yourself!

STANDARDS MAPPING

All of our programmes are closely mapped to the requirements set out in the national occupational standards (SFEDI) for Business Support.

CPD AND CERTIFICATION.

Each full day counts as 7 hours of continual professional development (CPD) which is certificated by the Institute of Business Consulting. Your personalised Institute training certificate is laminated for safe keeping and then sent directly to the person who made the original booking.

ACCREDITATION

Each programme is available as a stand alone item or as a module of "the 5 Star Adviser", our unique Business Adviser development, assessment and accreditation programme (see page 24/25).

PRICING

Members of the Institute of Business Consulting benefit from reduced programme rates. Please see our separate list of dates and venues for details of pricing, discounts and special offers. Prices quoted are exclusive of VAT.