

Programme Introduction

Feel the business is not progressing fast enough? Feeling unfocussed? Loosing sight of where the business should be going?

This programme assists owners and directors to gain better business direction. It improves your business leadership and helps secure your personal goals and ambitions. The programme introduces a fresh business leader into your business capable of rapidly assimilating and discussing your big issues through facilitating you to question all the key areas of your business.

The programme aims to leave you with stronger confidence in your business direction and define your immediate objectives and future priorities. It has the power of galvanising your team and setting clear and realistic targets and objectives across the business so that you can manage implementation.

This is a solution for SME businesses needing to define their direction, strategic objectives, priorities and management objectives. In summary it supports ambitious business owners that need to strengthen and focus their company's strategic leadership – a key component to achieving business success.

Programme Outline

Stage 1 Background Review

How did we get here - where have we come from?

- ◆ Review business start-up history
- ◆ Review the market, the company's position and the issues and opportunities
- ◆ Review current and historical trading results
- ◆ Audit the company's marketing and sales performance and effectiveness

Stage 2 Vision & Strategy

Where do we want to get to and how do we get there?

- ◆ Review shareholders ambitions and aspirations
- ◆ Reality test against market and competitors
- ◆ Establish broad targets/goals to achieve vision
- ◆ Define the key elements of the strategy

Stage 3 Critical Success Factors

What's essential to moving us on - what's stopping us?

- ◆ Review the company S W O T
- ◆ Identify inhibitors to progress
- ◆ Define all the early critical success factors
- ◆ Identify essential Key Result Areas for action

Stage 4 Business Improvement Initiatives

What can we improve / develop or change?

- ◆ List all business improvement opportunities and priorities
- ◆ Marketing & sales
- ◆ Organisational, people & operations
- ◆ Financial & other

Stage 5 Implementation Plans & Objectives

What needs to be done, by whom and when?:

- ◆ Define an implementation timetable
- ◆ Prioritise key areas for initiatives
- ◆ Define objectives to the initiatives
- ◆ Allocate responsibilities tasks and deadlines