

## “Looking to Grow Your Business?..... .....Need to Put in Place Clear Action Plans & KPIs for the Next 12 Months?”

*According to the most recent RMIT Family Business Survey, “more than 54% of family businesses have no formal strategic plan” – which category does your business fall in?*

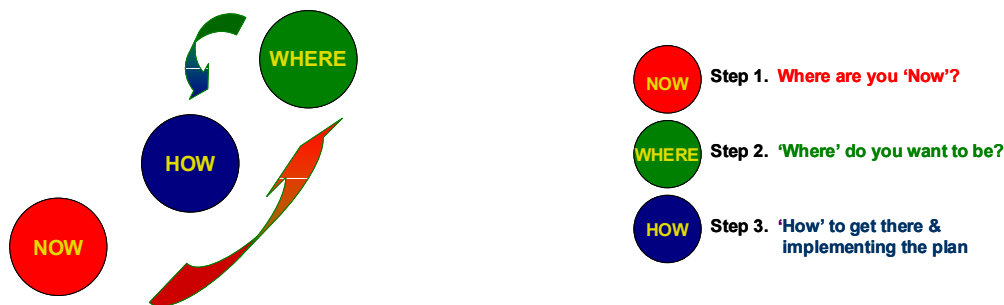
Our ‘Strategic & Growth Planning’ workshops provide a practical and effective method for helping a business articulate its future direction, prioritise strategic objectives and document clear action plans (incl. Key Performance Indicators).

The action plans typically address the key dimensions of the business:

- Marketing & Business Development (incl. products & services)
- Operations
- Information & Communication Technology
- HR & Organisation Structure
- Finance & Admin

A well considered & structured ‘Business Plan’ can provide senior management with the clarity and framework required to drive the business towards new levels of growth & profitability. The ‘Business Plan’ is also an essential ingredient to increasing overall business value.

### The 3 Step Process



Our workshops are structured around the ‘3 Step Process’ and draw upon a diverse range of practical tools & aids developed by Mindshop. In conjunction with our years of experience and creative style, we guarantee a productive workshop that will deliver high value outputs for your business. However our role doesn’t end there - the next stage involves us working with you to implement the action plans, and facilitate monthly reviews of the assigned actions & KPIs.

### Client Testimonials

*“The way they put the strategic planning workshop together was good, we got a lot out of it. It provided a good basis for our business plan and reinforced what we have to keep looking at.....The workshop helped us identify our growth areas and what will make money. It also gave us a lot of direction in key areas.....The actions covered areas like resourcing and our need for more depth, technology so we can run jobs more efficiently, and HR.....It won’t all be implemented straight away. We know it’s something we have to keep working on.”*

Allan Brownlie - General Manager  
 Protech Power

*“Lettuce was going well, but was lost on how to grow. In short we were looking to re-plan our business. We had a lot of good ideas, but just weren’t sure how to bring them to together into a cohesive actionable plan. Using Foundations Consulting’s Growth Planning Workshop we were able to rapidly build a practical, insightful and easily communicated business plan. That was only a couple months ago, today we have a marketing plan that is already improving sales, we have an improved platform for growth and a team that are engaged with the vision.”*

Angus Booker – Director  
 Lettuce Systems Pty Ltd

## Strategic & Growth Planning Workshop Sample Agenda

*"Helping businesses shape their future and making it a reality"*

### Stage 1 – Now

Review of GPS Diagnostic (what does it tell us)

SWOT Discussion & Key Strategy Development

### Stage 2 – Where

Visioning Exercise – ‘Draw Your World’ & Key Themes

Defining Your Sustainable Competitive Advantage

Business Mission Statement, Guiding Principles & Core Values

Review of Product/Service Range (Product Portfolio Analysis)

### Stage 3 – How

Income Matrix & Cause/Effect Revenue Model – Product & Service

Marketing & Sales Growth Plan – Product & Service

Review/Develop Operational Action Plans:

- Marketing & Business Development
- Operations
- Information & Communication Technology
- HR & Organisation Structure
- Finance & Admin
- General Business

Balanced Scorecard (KPIs) & Lead/Lag Indicators

Review of Key Business Risks & Contingency Planning

### The Choice is Yours

- All our workshops are tailored to meet the specific needs of our clients.
- The outputs from the workshop can be consolidated into either a formal ‘Business Plan’ using our standard document template, or presented back in a working folder format (allowing ongoing amendments to be easily incorporated).

### Government Financial Assistance

- Also worth noting is that the Queensland State Government are offering financial subsidies to growing small & medium sized businesses, to undertake ‘Growth Planning’ workshops & associated strategic projects.

**To learn more about our tailored ‘Strategic & Growth Planning’ workshops and whether your business qualifies for the government subsidies, call David Mernagh or Grant Field on 07 3002 4800.**