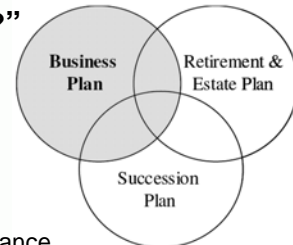


**“Looking to Grow Your Business?.....  
..Need to Put in Place Clear Action Plans & KPIs for the Next 12 Months?”**

*According to the most recent RMIT Family Business Survey, “more than 52% of family businesses have no formal strategic plan” – which category does your business fall in?*



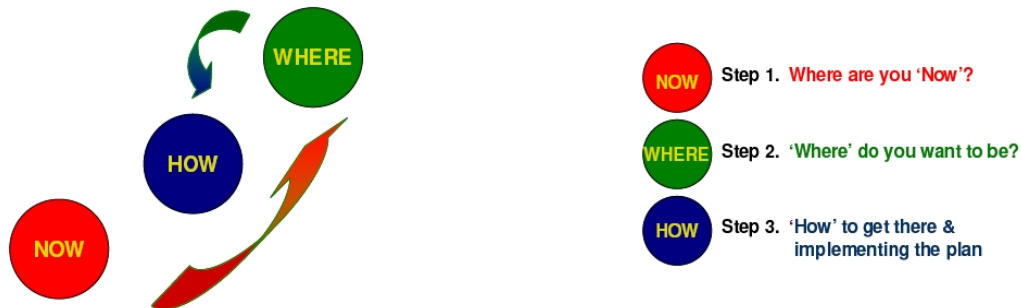
Our 'Strategic & Growth Planning' workshops provide a practical and effective method for helping a business articulate its future direction, prioritise strategic objectives and document clear action plans (incl. Key Performance Indicators).

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

- Marketing & Business Development (incl. products & services)
- Technology
- People & HR
- Processes
- General Business

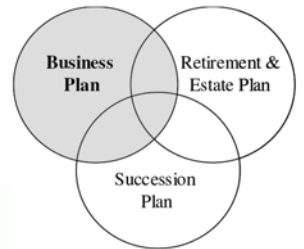
A well considered & structured 'Business Plan' can provide senior management with the clarity and framework required to drive the business towards new levels of growth & profitability. The 'Business Plan' is also an essential ingredient to increasing overall business value.

**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.

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



## **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*

- Technology
- People & HR
- Processes
- General Business

*Balanced Scorecard (KPIs) & Lead/Lag Indicators*

*Review of Key Business Risks & Mitigation Options*

### **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 Grant Field or David Mernagh on 07 3002 4800.**