



## **Strategic Business Management** (Senior Manager/ Director)

### **Overview**

Two day programme.

The programme focuses on action-centred leadership and the important balance between achieving results through focused tasks, building and maintaining team and resources and developing individual needs. Delegates attend a follow up day 3 months post programme. Each delegate is asked to make a 7 minute presentation on business plan results to date . This also provides the opportunity to identify and provide solutions to any further issues or training needs.

### **Objectives**

1. Write an outline for 6 month business plan focused on a clear strategic and financial goal.
2. Identification of key time management issues and solutions for each.

### **PROGRAMME OUTLINE**

#### **Managing for Results**

1. 5 point business plan
  - a) Analysis
  - b) Forecast
  - c) Objectives
  - d) Sales plan
  - e) Control
2. Forecasting
  - a) Trend forecasting  
(What will happen if our business plan stays the same?)
  - b) Positive planning  
(How can we continue moving the business forward?)
3. Setting performance standards
4. Market strategy
5. Implementation - ensuring the business plan is put into effective operation
6. Review and control - ensuring we're on track

#### **Time Management**

1. Dealing with interruptions
2. Urgent or important?
3. Planning tools - diary and to do lists.