



## STRATEGIC BUSINESS PLANNING SEMINAR

### Overview

Strategic Business Planning is crucial to the current business environment, as the strategies implemented today will lead your organisation well into the future. This two day practical course aims to identify the key capabilities and skills an organisation needs in order to deliver its strategic objectives. The programme also challenges orthodoxies, appreciates different strategic approaches and explores their use in ones' organisation.

In this course you will explore strategic thinking in developing, deploying and implementing business plans, including methodologies that promote flexible and focussed objectives that drive and sustain competitive bottom line performance.

“

Sacher is now considered one of the world's leading lights when it comes to managing performance in organisations.

*The Corporate Manager*

”

### SYDNEY

29th & 30th March 2011

Sheraton on the Park

9am - 5pm



**SACHER ASSOCIATES**  
*success through people and performance*

# Designed for

This course will be beneficial for those in leadership/management positions, those aspiring to be in leadership positions and those involved in developing business plans. These include:

- **General Managers**
- **Division Managers**
- **Corporate Development Managers**
- **Business Analysts**
- **Heads of Department**
- **Corporate/Strategic Planning Managers**
- **Corporate Strategists**
- **Corporate Planners**

## Focus

- An understanding of the importance of business strategy
- Identify strategies for your respective business areas
- Techniques to facilitate strategy formulation and planning
- Understand the trade-offs and implications in developing and implementing strategies
- Develop a business strategy and make decisions consistent with that strategy
- Link business unit goals and objectives to corporate goals and objectives

“

*This is what we need: consultants who can tell us **HOW** to solve our problems.*

*Joe Allen,  
Mossman Central Mill Co*

”

## PROGRAM AGENDA

### SECTION ONE: A Unified Sense of Direction

Values, vision and mission: What are they, and what is the difference  
The importance of focus and balance  
Implementation of a unified sense of direction: guidelines and pitfalls  
Workbook exercises to develop values, vision and mission

### SECTION TWO: Environmental Analysis

Environmental analysis  
Examples, Checklists, Workbook exercises  
S.W.O.T. analysis

### SECTION THREE: Strategy Formulation

Why formulate a strategy for your organisation?  
How to formulate strategy or strategic goals  
Competitive advantage  
Developing your business strategy  
Workbook exercises to develop strategic goals

### SECTION FOUR: Target Setting

Why set targets  
Quality standards for effective targets  
Common pitfalls when target setting  
Workbook exercises to develop targets for strategic goals

### SECTION FIVE: Financial Plans

When do we prepare financial plans?  
Proposed financials  
Why financials are important  
Financial plans  
Using your financial data to improve your business  
Workbook exercises to develop financial plans

### SECTION SIX: Resource Requirements and Action Planning

Identifying resource requirements  
Action planning  
How action plans help achieve targets  
Guidelines for preparing action plans  
Pitfalls when developing action plans  
Action planning - the logistics  
Progress review meetings  
Workbook exercises to develop action plans for selected targets

### SECTION SEVEN: Evaluation

Steps in the evaluation process  
Workbook exercises to evaluate the business plan

## Benefits

- Acquire a **"Strategic Business Planning" toolkit** that will enhance the way you develop and implement strategic plans.
- **Define** vision, mission and objectives as key tools that build a framework for strategic business planning.
- Strategic business **analysis tools** to devise a strategic plan.
- **Recognise** the Critical Success Factors which must be managed.
- **Structure** and draw up a strategic business plan.
- **Translate** strategic plans into viable action plans.
- **Develop** robust strategic thinking skills.
- **Prepare** your business for future challenges.
- **Examine** tools and techniques for implementation.
- Ability to **evaluate** success of your business strategy.

## About the Speaker

**MONTY SACHER**, company principal Sacher Associates, and accomplished author, has spent the last 27 years identifying and successfully implementing business strategies and solutions.



Monty Sacher, Sacher Associates

Sacher Performance systems are used throughout the world and endorsed by some of the largest companies, including **Coca-Cola, BHP, Coles-Myer, L'Oreal, Singapore Airlines, Siemens, Qantas, Kimberly Clark**, the list goes on.

70% of Australia's top 100 companies, thousands of government organisations, at local, state, and federal levels, and over 8000 large and small businesses use these vital systems.

***"My methods are successful and work for small and large, corporate and public organisations within divisions and across locations. I know they will work for you."***

Seminars and workshops run by Sacher are steeped in common sense and practical solutions.

“

*For those of us who have already used your methods to improve business performance it provides a very handy ready reference. For newcomers wanting to get a start in strategic business management it gives your great advice in a most readable form easy to take to any meeting - a world away from those dry volumes gathering dust on most manager's shelves.*

David Farlie,  
Business Development Manager,  
Saab Systems

”

*"...based on ten years practical experience, this manual is essential for those responsible for improving productivity and quality, and for everyone interested in gaining an insight and dispelling the mysteries that surround the subject."*

Company Director Journal

*"Companies line up for "how to" guide."*

The Weekend Australian

*"My immediate impression is that this is a book that should be on every manager's desk. Any manager who practices what's in this book, can't help but succeed."*

John Gilbertson, CEO, Bitemark

*"Monty Sacher, one of the nation's foremost business consultants, is a quiet achiever in the engine rooms of top Australian companies, improving planning, productivity, and performance."*

Di Sullivan (The Skills Centre)