



THE 21 FACTORS FOR CORPORATE AND BUSINESS SUCCESS - FOR BUSINESS GROWTH AND BUSINESS TURNAROUNDS

The Business School of South Africa has developed a comprehensive 2-day programme – unique in South Africa to equip all interested participants with the fundamental skills required to overcome the problem of a skill, knowledge and experience deficiency in rapid business growth and successful workouts.

To many people, strategic planning is something meant only for big businesses, but it is equally applicable to any and every business. Strategic planning in essence is about matching the internal strengths of a business to available external opportunities.

To do this effectively, one needs to collect, screen and analyze information about the business environment complemented with a clear understanding of the internal business components, in particular its strengths and weaknesses and the development of a clear vision, mission, values, goals and objectives.

In addition, strategic planning has become more important to business managers, entrepreneurs and executives because technology and competition have made the business environment less stable and less predictable. If the business is to survive and prosper, time must be taken to identify the niches in which the business is most likely to succeed and to identify the resource demands that must be met.

COURSE OUTCOMES

At the end of this fully interactive course, delegates will be able to:

- Define and discuss the concept of strategic planning in managing business performance.
- Discuss, explain and determine the role of the various organisational structures in business performance.
- Evaluate the 5 external factors that could impact on your business and how to manage the impact. This includes maximising business opportunities and avoiding threats.
- Evaluate the effectiveness of the 16 factors internal to the business and how to build on strengths and eliminate weaknesses.
- Develop strategic goals, objectives, implement business strategies and tactical plans to realise the new vision and mission of the business.
- Identify and rectify performance problems occurring in the business.
- Develop business attributes in a specific context to enhance performance.
- Develop a financial forecast for improved performance.

COURSE CONTENT

A Strategic plan's function is to logically link the tasks, relationships and schedule to achieve business goals and objectives. In essence the strategic planning process answers the following:

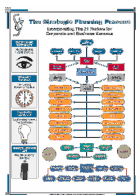
- Who are we?
- Where are we today?
- How do we want to conduct ourselves?

- Where are we going?
- How are we going to get where we want to go?
- What's the best way to measure our progress toward getting there?

To help home in on the above broad questions, the following is a breakdown of what you will achieve through the strategic planning process:

- What substantive issues face us today?
- What will face us tomorrow?
- What do we do well?
- What do we need to enhance? What measurements will tell us how well we are doing?
- What are we neglecting that we should be doing?
- What kind of staff training should we plan for?
- What makes us unique?
- What potential profit areas are we overlooking?
- What safety issues should concern us?
- What form will future market competition take?
- In what ways has technology affected how we do business?
- How will it affect us in the future?
- How can we involve employees more?
- Have we clearly defined our ethical position?
- Have we imagined every possible negative eventuality?

THE 21 FACTORS FOR CORPORATE & BUSINESS SUCCESS:



The 21 Factors for Business Success takes a deeper look at re-aligning any business to the internal and external factors together with developing growth strategies. The workshop material includes the 21 Factors Workbook, The Worksheets and Templates and The Financial Forecasting Software on CD. This is an intensive 3-Day workshop guaranteed to provide you with the knowledge and skills to accelerate and grow any business.

THE PROCESS?

Where do you want to take the organisation to?

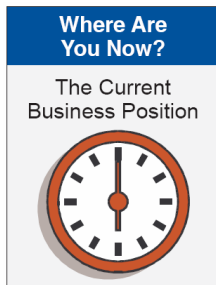
Where Do You Want To Be?

Vision, Mission, Overall Strategy



Clarifying the organisation's vision, mission, values, and the ambitious overriding strategic goals i.e. softly defined strategic goals as well as hard tangible objectives.

It is imperative that you define a future position for your organisation. You must define a vision, a mission, and a value statement. You must also define some broad ambitious goals together with setting tangible high level targets for the three most important components of your organisation i.e. customers, financial and products/services.

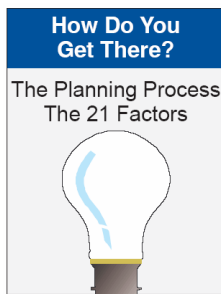


What has the organisation achieved thus far?

Whilst this may sound obvious, many organisations fail to honestly realize where they are today. Is it senseless to create a picture of great success when in fact the organisation is failing to meet many of its obligations? You need to make a careful assessment of what your organisation has achieved, particular in terms of financial performance, customer performance and product/service performance.

Once you have a good idea of where the organisation is today and where you want to take the organisation to in terms of its vision, mission, financial and non-financial goals, you need to clearly identify the gaps in terms of customer, financial and product/service targets. The next section brings on board the greatest challenge of all.

How Do You Get To Where You Want To Be?



This requires an assessment of the **21 FACTORS FOR CORPORATE AND BUSINESS SUCCESS**, which is divided between external and internal factors. A careful study and assessment of each key will lead to developing strategies, tactics and action plans to achieve your desired business position.

5 External Factors: The Environment and Industry, The Market, Competition, Suppliers, Customers

16 Internal Factors: The Management Team, Board Effectiveness: Corporate Governance, Corporate Identity, Specialist Advisors, BEE, Organisational Strategy, Products and Services, Human Resources, Marketing, Sales, Process Planning, Systems and Administration, Financial Management, Financial Resources, Innovation, International Business.

TARGET AUDIENCE

Executives, Managers, and Consultants who offer advice and expertise to business owners and/or individuals who have their own businesses and who wish to successfully grow the business.



The Strategic Planning Process

Incorporating The 21 Factors for Corporate and Business Success

Where Do You Want To Be?

Vision, Mission, Overall Strategy



Where Are You Now?

The Current Business Position



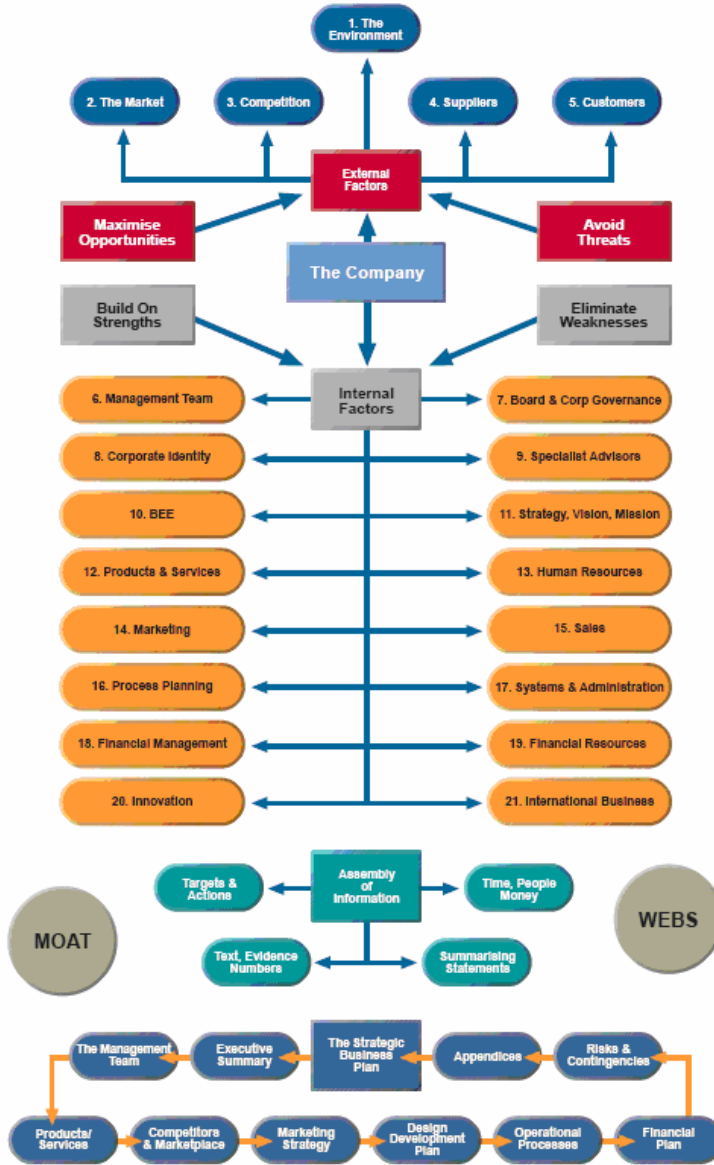
How Do You Get There?

The Planning Process The 21 Factors



Strategic Business Plan

The Blueprint For Success



© Copyright Silvan Pillay 2005. Website: www.strategicplanning.co.za Email: sipillay@telkomsa.net
Tel: 012 347 9670 Fax: 086 640 0879 Cell: 082 459 1396, Suite 52, Private Bag 225723, Monument Park, 0105, Pretoria, South Africa

Contact The Business School of South Africa for a customized proposal to suit your needs!



www.businessschool.co.za
086 123 BSSA (2772)