



1 Page Plan

The **1 Page Plan** course aims to guide CEOs and senior executives through the development of a one page plan to use with their staff to promote continuous planning, growth and innovation in entrepreneurial ICT and Creative Industries businesses. It will assume that participants already have some type of strategy or plan in place or one is being developed. The workshop takes one day with 2-3 senior executive participants per company.

Content

Business planning

- Benefits of planning
- Example of a standard business plan

Constructing the 1 Page Plan

- Strategy identification
- Meeting company objectives
- 4 Areas of a business
- Objectives, Targets, Initiatives, Measures
- The planning process

Strategy Development

- Explanation of strategy and strategic processes
- Companies identify their own strategies

Building the Plan - Establishing the Planning Audit

- Financial checklist
- Internal process checklist
- Customer checklist
- Growth checklist

Setting Targets, Initiatives

Measurement

Post Workshop Mentoring

Two hours of mentoring will be provided to each participating company to assist in choosing what actions are priorities and how to put these priority actions into place.

Presenters

Adam Basheer is a marketing and commercialisation consultant who has assisted many young entrepreneurial and innovative businesses to grow and gain investment. Alan Stewart holds an MBA from the University of Adelaide and is a former CEO of an international company's Dutch business centre. He is a skilled presenter and currently consults with clients around South Australia in Processes, Reliability and Manufacturing Excellence.

Further information

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