

STRATEGIC PLANNING

for Business Development Professionals

As a Business Development Professional, you can help your clients improve their business by analyzing it from a fresh perspective through strategic planning. To achieve this, you need to encourage them to work on the business, not just in it. And in order to do so, you need to have the ability to assist your client to pause and step away from the day-to-day operation of the business.

Join us for *Strategic Planning for Business Development Professionals* and discover how to help your clients navigate the strategic planning process. Enhance your skills to help them solve problems and become more profitable by building a business culture that values effective long-term planning.

**Acadia Centre for
Social & Business
Entrepreneurship**

ACSBE



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Entrepreneurs are action oriented. They like to do things. Achieve immediate results. Move at 100 miles per hour, all day every day. This is a large part of what makes them entrepreneurial in the first place.

But sometimes, in the act of moving ahead at a rapid pace, these same entrepreneurs run the risk of losing sight of what they were chasing to begin with. They are 'spinning the wheel' – working hard but with no clear focus. As we know, this often results in low profits, high personal stress, and sometimes even the closure of the business.

In *Strategic Planning for Business Development Professionals*, you'll learn to help your clients take control of their hard work by leading them through the strategic planning process – a process designed to help them step back and review their actions through the lenses of purpose and vision.

Strategic planning is about working on the business, and not just in the business. It is the process through which the entrepreneur steps back from daily operations and asks "what's my long-term vision for my business, and what is the most strategic way to realize it?" It requires the entrepreneur to evaluate their personal strengths and weaknesses (and those of the business), reflect upon their values and guiding principles, and identify the best opportunities and goals to match them.

It is up to you – the business professional – to provide the tools, processes, and encouragement to enable that planning process for your clients. You will be more than ready to do just that upon the completion of this course.

So join us for this two-days of training and help your clients examine the activities of their business through the lenses of purpose and vision. Assist them to picture the future of their business - the opportunities and the long-term plans – their strategy.





Strategic Planning for Business Development Professionals will enable you to lead your clients through a **dynamic, forward-thinking strategic planning process**, resulting in **growth** and **prosperity** for their business.

The training session will cover:

- Vision, mission, and core values
- Assessing strengths and weaknesses
- Identifying opportunities and trends
- Setting and managing goals
- Linking the strategic plan with the business plan
- Consulting with business stakeholders

Who should attend:

Business Development Professionals (counsellors, consultants, and advisors) who work with small business clients to assist them to develop, maintain, and expand their businesses.

Benefits of Attending

- Acquire new planning tools and exchange knowledge with other business professionals.
- Enhance your understanding of how to help clients identify and pursue business opportunities
- Develop your comfort level with the strategic planning process, as well as the process in its entirety.
- Develop transferable skills that can be applied not only to your clients' businesses, but to your own organization.

Participants will be engaged in an exciting, interactive learning environment and will be given the opportunity to apply the theory taught in the workshop through group case studies. You will also receive a toolbox of resources and will develop skills with practical and immediate application for everyday use with your clients.

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Strategic Planning for Business Development Professionals is offered in an engaging and interactive learning environment – one that gives you the opportunity to apply theory through examples and group case studies. In addition to developing practical skills for everyday use with your clients, you will also receive an array of useful resources to add to your professional tool box.

Join us for this two-day training session. Develop your skills and assist your small business clients to grow and flourish.

Training Schedule

- Introduction to the strategic planning process
- The difference between strategic planning and business planning
- Understanding the link between strategic planning and the functional management areas of business (marketing, finance, human resources, administration, etc)
- Understanding how to help clients develop vision, mission, and values
- Taking stock of the business' strengths and weaknesses
- Creative methods for identifying new business opportunities
- Bringing stakeholders (customers, suppliers, employees) into the planning process
- How to set – and monitor – effective goals, strategies, and actions
- Making the most of the resources you have – working 'smarter, not harder'

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