



Perceivable value of the Business Plan = Quantity x Quality of its components x Format

1. Getting the right QUANTITY of components

1.1. Linking to the organisational mandate

- 1.1.1. Vision
- 1.1.2. Mission
- 1.1.3. Values
- 1.1.4. Objectives
- 1.1.5. Job Descriptions

1.2. Linking to issues of national development

- 1.2.1. Political environment (e.g. Government portfolios)
- 1.2.2. Social environment
- 1.2.3. Economic environment
- 1.2.4. Technological environment

1.3. Linking to the programmes

- 1.3.1. The right number of programmes
 - 1.3.1.1. The pressure of issues
 - 1.3.1.2. The constraints of resources
 - 1.3.1.3. The product portfolio mix
- 1.3.2. The right quality of programmes
 - 1.3.2.1. The value chain
 - 1.3.2.2. The values chain

1.4. Linking to the activities

- 1.4.1. Research
- 1.4.2. Advocacy
- 1.4.3. Information and Communication
- 1.4.4. Networking
- 1.4.5. Training
- 1.4.6. Projects

2. Getting the right QUALITY of components

2.1. Showing the WHY: Producing the Strategy report

- 2.1.1. The PEST
- 2.1.2. The SWOT
- 2.1.3. The Action Plans

2.2. Showing the HOW: Producing the Programme report

- 2.2.1. Producing the design
- 2.2.2. Generating the measures
- 2.2.3. Reporting the design

2.3. Showing the WHAT, WHEN and WHERE : Producing the Operations report

- 2.3.1. Calculating the quantities



2.3.2. Balancing the line

2.3.3. Showing the impact

2.4. Showing the WHO: Producing the HR report

2.4.1. Choosing the team

2.4.2. Choosing the relationships

2.4.3. Choosing the contracts

2.4.4. Choosing the costs

2.4.5. Choosing the workload

2.4.6. Generating the measures

2.5. Producing the Finance report

2.5.1. Choosing the budget line items

2.5.2. Choosing the numbers

2.5.3. Connecting to activities

2.5.4. Allowing for risks

2.5.5. Generating the measures

2.6. Producing the Marketing report

2.6.1. Agreeing the value

2.6.2. Agreeing the values

2.6.3. Agreeing the measures

2.6.4. Connecting to the HR and Finance measures

2.6.5. Promising the results

3. Getting the right REPORT

3.1. Getting the text right

3.1.1. The rules of words

3.1.2. The rules of sentences

3.1.3. The rules of paragraphs

3.1.4. The rules of headings

3.1.5. The rules of the table of Contents

3.1.6. Where to start

3.1.7. When to stop

3.2. Getting the format right

3.2.1. The need for numbers

3.2.2. The need for words

3.2.3. The need for pictures

3.2.4. The need for sounds

3.2.5. The need for tables

3.3. Producing the Executive Summary

3.3.1. From the text to the summary



2-day (and 1-night) Work Plan

Success = Getting x Practicing x Applying the truth

Day 1	<i>Getting the truth</i> (Is it true?)	How to produce the Business Plan How to report Progress
Night	<i>Practicing the truth</i> (Does it work for me?)	Do-it-yourself Swapping reports
Day 2	<i>Applying the truth</i> (Can I do it?) (Can I do it in time?)	Telling the story Connecting the dots Fixing styles Filling gaps Fetching numbers