



Business Planning – The Road Map to Success

Business owners often do not appreciate that planning is the key to getting things done and making things happen.

A business plan is essential if you are serious about the success of your practice. Shortages of cash, ordering too much stock, reducing customer numbers and money wasted on unproductive advertising are all symptoms of poor planning. Without a proper business plan there is a much greater chance of things going wrong and goals not being achieved.

Most people who have business goals and objectives deal with them in a disorganised way. They sit in the owner's head and shift in priority depending on the crisis of the day or the hour.

A facilitated planning session with your staff provides you with an opportunity to evaluate the practice as a whole, to work out specifically what needs to be done to improve it and when, then proceed to implement it. The inclusion of staff allows you to collect a greater diversity of opinion about what is good and bad about the business, and how it can be fixed or improved. The plan can reflect your ambitions and dreams for the future and put them into a concrete form.

The process of creating a business plan forces you to take a realistic look, and more or less detached look at your business as a whole. By taking an objective look at your practice you can identify areas of strength and weakness, and highlight details which might otherwise be overlooked.

A plan will also give you enough information to see problems before they arise and be proactive in managing them. The most successful businesses in the world are those that anticipate change in the environment around them and are prepared for it when it happens. Most of us react when we see the change happening. This is all right if you can react fast enough. Some neither see nor react to change, which can be fatal.

A finished business plan becomes an operating tool that helps you manage your business and work towards success.

The completed plan is the chief instrument for communicating your ideas to others. The business plan allows you to take your ideas and put them into a concrete form.

The ideas can be coordinated and prioritised so that time is not spent doing unimportant tasks whilst the important things are left by the wayside. The plan also provides a basis for delegating tasks to staff and measuring their achievements.

Ideology provides a business planning service for members to help you achieve your objectives. Using information gathered at a facilitated planning session our advisor will write your plan for you. The plan is presented in a functional and easy to read layout with specific tasks and activities allocated to practice staff in achievable time frames. Explanations are provided for each objective and a brief strategic analysis is included.

After you have approved the plan, we will call or visit regularly to check on your progress and provide assistance if required. Of course you can ring Ideology for assistance and advice at any time if you are unsure or things change.