Transforming Your Business Starts with a Business Plan









Poll

- You should see a poll pop up in Zoom,
- Your answer is anonymous.



Why this Webinar

- My story
- Service managers



FAILING TO PLAN IS PLANNING TO FAIL.

- ALAN LAKEIN



What happens without a plan

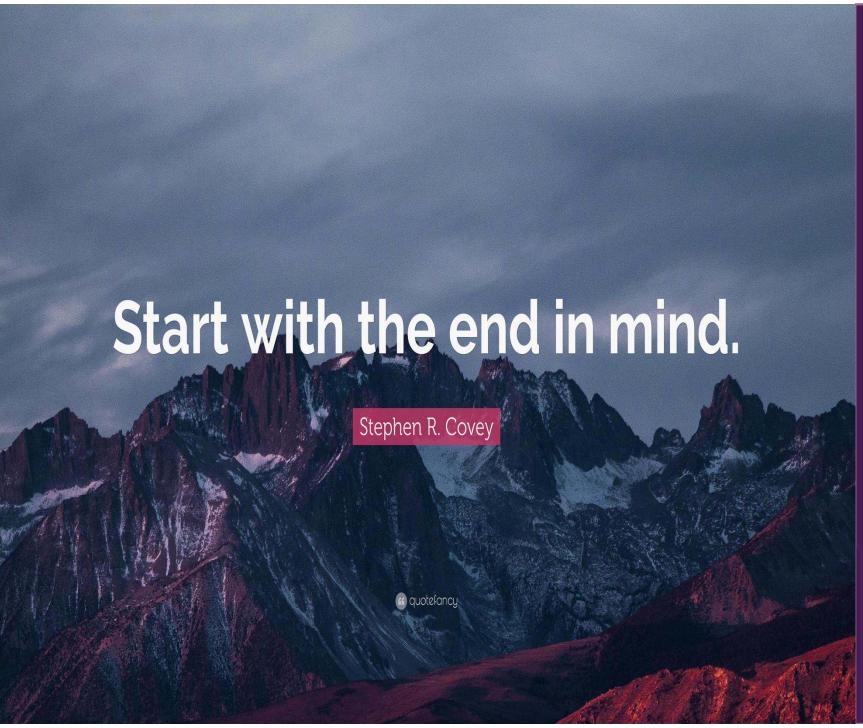
- Production Color
- 3D Printer
- Would you start a trip without know how to get to your destination.
- Without a map or a GPS
- Would you get up to give a speech to a large audience without an outline or notes?



Transform

- Definition
- Verb. transform, metamorphose, transmute, convert, transmogrify, transfigure mean to change a thing into a different thing.







Transformations

- Prepare for the Future
 - What products and service will you be offering in 5 years?
 - How will your business change?
 - What needs to happen between now and then?



Minor Transformation

- New Product
 - What does the business model look like?
 - Who will want to buy it?
 - What will they pay for it?
 - How many do we need to sell to justify expense / break even
 - How much training to support it?
 - How long to accomplish the training.



Planning is not a solo process

- The more the management team is involved, the better the results.
- Most changes affect more than one area of the business.
- If a change will affect a department, they should be included in the planning.



The Process

- Where to we want to be?
- When do we want to be there?
- Once those questions are answered, then we can break the process down?
- What has to be done and by when?
 - This year
 - This quarter
 - This month



Break it down by Departments

- Each department head needs to create their plan for the project?
 - Service
 - Admin
 - Sales
 - Marketing



When do you create the plan

- The plan should be created before you commit to the project
- You may wind up deciding not to execute the plan – That is good!
- Better to create the plan and decide against it, rather than jump in and find out it was the wrong choice.



Train your Team

- What if your team doesn't know how?
- What if you don't know how?
 - Do it yourself if you have the skill and hope it works
 - Get training for your team
 - Find someone that can help
 - Isn't that expensive?
 - How expensive is failure





•Questions?