Transforming Your Business Starts with a Business Plan

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Poll

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

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Why this Webinar

- My story
- Service managers

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FAILING TO PLAN
IS PLANNING TO FAIL.
– ALAN LAKEIN

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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?

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Transform

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

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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?

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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.

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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.

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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

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Break it down by Departments

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

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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.

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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

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- Questions?

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