

September 2012

Business Planning

A key element of business success is the ability to effectively implement a well-constructed business plan that incites growth strategies and competitiveness. Writing and maintaining a business plan that accurately details formation, structure, uniqueness, operational factors, and projected growth, provides an essential blueprint that reflects the credibility of the business venture.

ThinkZone Resources provides a training course that covers all the essential elements of effective business planning:

Writing and Maintaining an Active Business Plan

The following course content can be tailored to meet the specific needs of the participants. The duration and content of the course is optional: One Hour, Two Hour or Half Day Progressive training sessions. One Day Complete Course and Content. Pre and post course preparation, assessment and application exercises are included with this course material.

Module One:

The Importance and Purpose of a Business Plan
Who Will Read the Business Plan?
Influencing Factors of a Business Plan
Obstacles in Writing a Business Plan
Preparation for Writing a Business Plan
Objectiveness in Writing a Business Plan
Information to Include in a Business Plan
Structure and Template of a Business Plan

"If you fail to plan you plan to fail."

Module Three:

The Power of Personal and Business Goals
Understanding the Principles of Goal Setting and Motivation
The Structure and Process of Effective Goal Setting
Implementing Smart Objectives
Establishing and Communicating Action Steps
Dealing with Obstacles and Affirming Success
The Power of Purpose Driven Leadership
Communicating the Vision

"Goals are dreams we convert to plans and take action to achieve"

Module Two:

Establishing a Business Model
Defining the Business Structure
Determining a Business Strategy
Forecasting Financial Factors
Clarifying Marketing Initiatives
Providing a Decisive Overview
The Importance of Cyclic Planning

"People often complain about lack of time when the lack of direction is the real problem"



After attending this course you will be able to: Write and maintain an active business plan - Know what to include in the business plan - Determine and forecast growth and financial patterns - Implement progressive marketing and growth strategies - Effectively use the business plan to influence investment, partnership and participation - Implement cyclic planning - Accurately communicate the business model, structure and vision - Maintain focus and purpose lead leadership





Team and Individual Performance

The ability to develop individual and team performance through effective coaching, mentoring and delegation is essential to the on-going success of a business. When business owners, managers and supervisors know how to coach, mentor and delegate, their personnel are more confident and empowered to achieve the level of performance required.

ThinkZone Resources provides a training course that covers all the essential competencies for developing team and individual performance:

Coaching, Mentoring and Delegation

The following content can be tailored to meet the specific needs of the participants. The duration and content of the course is optional: One Hour, Two Hour or Half Day Progressive Modules. Two Day Complete Content and Course. Pre and post course preparation, assessment and application exercises are included with this course material.

Module One: Coaching

Framework of Coaching
Defining Workplace Coaching
The Significance of Workplace Coaching
Enhancing Leadership through Coaching
Coaching and Performance Feedback
Who, When and Why to Coach
Preparation and Planning for Coaching
Understanding Coaching Styles
Applying the Competencies of Coaching
How to Implement a Coaching Strategy

"A good coach will make people see what they can become rather than what they are."

Module Three: Delegation

Framework of Delegation
The importance of Delegation
Empowerment and Performance through Delegation
Effective Strategy for Delegating
Key Principles of Delegation
Understanding the Process of Delegation
Applying the Competencies of Delegation

"The first rule of management is delegation. Don't try and do everything yourself because you can't."

Module Two: Mentoring

Framework of Mentoring
Definitions of Coaching and Mentoring
Who, When and Why to Mentor
Understanding the Principles of Mentoring
The Misconceptions of Mentoring
Enhancing Commitment through Mentoring
Applying the competencies of Mentoring
The Application of Mentoring within the Workplace

"People seldom improve when they have no other model but themselves to copy."



After attending this course you will be able to: Implement key competencies of coaching, mentoring and delegation - Define the differences between coaching and mentoring - Know when, why and how to coach and mentor - Understand coaching styles and their application - Prepare a strategy for empowering performance through coaching - Knowing and applying the communication principles for mentoring - Preparing and effectively applying process of delegation - Encouraging and monitoring positive delegation outcomes

