

## Session Plan

Friday 30<sup>th</sup> May 2014. 10:00 - 14:00

3 Secrets of Business Planning, You Must Know

Facilitator: Ms Funmi Ade



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Cockpit Arts Centre  
Cockpit yard  
Northington Street  
WC1N 2NP

**Meet: Zip Cars, GrowthAccelerator, GLE oneLondon and Metro Bank**

*Truly Me asserts no recommendations, partnerships or relationship either expressed or implied, with these organizations.*

Time	Learning	Activity & Resource
10- 10:10	Arrivals Welcome, greetings, register and ice breaker.....	
5 minutes	Introduction - Overview Discussion <ul style="list-style-type: none"> <li>• What is market intelligence?</li> <li>• What is Market information?</li> <li>• What is Route to market?</li> </ul>	
10:15- 11:20	Part 1 Be a Part of your terrain  How to be a part of your terrain. Market intelligence, register versus market information, register. Sector specific associations, general support organizations. Getting the intelligence. Route to market. Making things happen: sector versus function. Innovate- proposal versus tender response. Corporate Social Responsibility. Networking- professional, exhibitions, trade fairs, sector, professional.	Register onto relevant sites, find sector organizations, join support groups, telephone help-lines (20 minutes). Demonstration (COBRA)
5 minutes	Part 2 Building Your Capacity <b>Introduction</b> Discussion: <ul style="list-style-type: none"> <li>• What can you do to be more effective, agile, efficient.</li> </ul>	
11:25- 12:20	How to grow your internal capacity to deal with increased trade. Efficiency how to produce them, save money/time. Effective policies and procedures, terms & conditions, quality marks (sector versus function) time management, project plan. Simple organizational processes. Staffing - temporary, casual, part- time, full time. Schemes- apprenticeships, placements. Partnerships and consortia. Training and support.	Draw a simple flow- chart of your current business process. Examples & templates. Time management hand- out.
5 minutes	Part 3 Make the Right decisions <b>Introduction</b> Discussion <ul style="list-style-type: none"> <li>• How do you currently make business decisions?</li> <li>• Your business challenges, problems, barriers,</li> </ul>	
12:30- 12 50	Hone in on aim and objective (+revert to route to market + marketing strategy) Cheapest versus best value, using market intelligence, cost implications versus flow of cash. Experience teaches, personal preferences, overload, under-load. Technical versus gut instinct	Exercise: Things to do

12:50 - 13:00	Conclude- learning outcomes (discussion), personal development plan.	Exercise: quick personal needs to build capacity
Open Forum	Practical market intelligence & business support.	Complimentary guests arrivals
13:00 - 13:20	<b>Short Talks</b> Metro Bank (appointments) Grant Thornton, GrowthAccelerator. GLE oneLondon (sign- up) Zip Cars? (offer)	
13;20 - 14:00	Mingle, network, nibble, browse stalls, private chats with: Metro Bank Grant Thornton, GrowthAccelerator GLE oneLondon Zip Cars? Participants	(Participants bring sample products & display/ sell)
	Please note we must leave at 2:00pm prompt. A bell will be rung 5 minutes before	