



Strategic Business Plan Development – Small to Medium Business (suitable for not for profits and family offices)

Your business will benefit from developing a strategic business plan in many ways including;

- gaining increased productivity and business savings
- consensus on key issues and strategies to address them,
- commitment to, and capacity for, implementing the strategies,
- clearer communication of priorities,
- improved cooperation among those pursuing strategic objectives, and
- more effective management control of strategic initiatives.

Strategic Plan Development Approach

- 1 hr conversation with project sponsor to confirm the process, outcomes and your strategic framework
- Issue of pre-workshop questionnaire to all attendees and other identified stakeholders
- Data and information gathering
- 1 x 4 hr client workshops
- Production of draft strategic business plan
- 1 x 4 hr presentation to leadership group to enable challenge to plan
- Production of finalised strategic business plan

Workshop Inclusions

The outcomes of the strategic business plan will be determined at the commencement meeting but the workshops are aimed at including;

- Review of Mission, Vision and Values
- SWOT Assessment
- Environmental and Trend Scans
- Strategic Risk Assessment
- Key Success Factors
- Balanced Scorecard Targets (or alternative format)
 - Customers eg. competitors, targets, service & products, marketing, business development plan
 - Finance and Equity eg. revenue & expenditure targets, expansion, mergers and acquisitions
 - Capacity eg. staffing, partnering, facility & equipment changes
 - Processes eg. structures, management system & process changes,
- Initiatives and action plan
- Business alignment and future review

Costing and options

Standard Strategic Business Plan Development - \$7,999+

The standard business development plan package includes the development of a 16-page (approx.) plan in powerpoint or word format. The strategic business plan is based on a structure of a leader and their direct team or business partners.

Additional Teams - \$4,999+

In larger organisations you may wish to add another tier of staff to the planning process. This will add the additional 1 x 3 hr separate client workshop per additional team.

Graphic Design & Communications - POA

With some organisations it may be required that a print quality strategic plan

be developed. Graphic design and additional communications requirement can be undertaken in house or arranged by NixonClarity at cost plus 10%.

Alignment and Implementation - POA

The implementation of a new strategy and its alignment through the organisation is more important than its development. We can work with you to map out this change process and assist you in its delivery.

Strategic Alignment and Performance Tools - POA

We have worked with several solution providers to implement digital strategic alignment and performance tools. We will work with you to select the best tool for your business and assist with the implementation

Notes

1. 10% GST is to be added to all packages
2. Price excludes travel and accommodation
3. Price excludes meeting rooms and catering which can be provided by the client or will be charged at cost plus 10%

Strategic Reviews and Small Business Strategic Plans

NixonClarity also provides;

- Speaking to industry organisations and groups from \$1,500+
- Strategic Reviews (2hrs) from \$799+
- Strategic Business Plans for medium to large business from \$24,999+

NixonClarity is the trading name of Better Managed Pty Ltd ABN: 24119220085 established in 2006.

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David Nixon has had 30 years' experience across multinationals, utilities, councils and small business in numerous roles including director, chief executive, chief operating officer, consultant and business advisor.