



Planning for Profits

How to Develop & EXECUTE an Effective Business Plan

- *Driving Organizational Growth and Performance*
- *Evolving from Vision to Strategy to Execution*
- *How to Gain a Strategic Competitive Advantage*

Business Planning is a process by which an organization envisions its future and develops the required plans and procedures to accomplish that vision. Developing this unified sense of direction is essential for success, yet for most organizations it is frequently overlooked. This seminar strongly focuses on EXECUTION and implementation of the business plan — too many excellent plans are never achieved.

Envisioning is more than anticipating the future - it is a process through which the organization can “change” its future. A critical leadership skill is the ability to develop and EXECUTE an organization's business plan.

Program's Primary Focus:

- **Strategic Thinking** — this first step is a determination of the direction the organization has decided to pursue. Strategic Thinking is highly intuitive in nature and addresses the organization's Values, Mission, and Strategy.
- **Strategic Planning** — a dynamic process of deciding what products and/or services to provide and which markets to develop. Strategic Planning is a proven method to insure the selection of the right strategic objectives.
- **Operations (Tactical) Planning** — essentially the EXECUTION and implementation of the Strategic Plan. This process identifies specific results to be achieved within a given period and the actions and resources necessary to achieve these results. Project Management can be used as a tool for successful EXECUTION.
- **Financial Planning** — describing in financial terms the organization's projected performance. Methods are used to ensure the Strategic, Operations and Financial Plans are solidly linked.

About the Speaker:

Jack Park, MBA, CPA, CSP, is an experienced businessperson who speaks to corporations and organizations in more than 30 different states across the country each year. He spent 22 years in financial management with four major corporations before forming his own consulting firm, Financial Insights – Team Gridiron. Jack specializes in profitability analysis, strategic planning, activity-based costing, and financial leadership.