

EDUCATE

FIRESTARTER



Academy

Training Course

PRACTICAL BUSINESS PLANNING

Learn how to grip your strategic thinking and turn it into a meaningful, executable business plan with tried and tested techniques and tools.

In partnership with:

**Landscape
Institute**
Inspiring great places

firestartersolutions.co.uk

PRACTICAL BUSINESS PLANNING

Learn how to grip your strategic thinking and turn it into a meaningful plan with short, medium and longer term actions that you can execute immediately with our 'Practical Business Planning' course from the Firestarter Academy. With 5 dedicated modules and a combination of group learning and 1:1 sessions, we'll take you through the full process of business planning from setting your strategic intent to developing your product strategy, building a financial plan and ensuring you can deliver your plan, even during challenging business conditions.

THE COURSE MODULES

MODULE 1

Gripping your strategy in 3 easy steps

Articulating strategy can be overwhelming and a job that either never gets done or is done in such a way that once complete, the sense is you have reached the end, not the beginning of your strategic journey. We focus on 3 simple exercises which between them articulate your strategic intent, link this to all the functions of your business and translate complex action streams into a manageable "vital few" set of priorities.

MODULE 2

A product strategy on a page (PSOAP)

Being able to articulate a clear product strategy will drive not only your commercial (financial) thinking but also the whole basis of your operational business. We'll help you deliver a speedy, but far-reaching methodology for gripping the entire reach of your product strategy on a single page – a game-changing tool for really working out where to focus.

MODULE 3

Building the right organisational shape for you

Based on your commercial and operational goals, you need a very focused organisational development plan – this can be overwhelming with challenges relating to both existing and new

staff. Stripping your organisation strategy right down and rebuilding it so that it is fit for purpose – linking people to strategy and finding out how to build the best team from existing and new employees.

MODULE 4

Building a 3 year financial plan efficiently

Financial planning can be overwhelming, but the exercise needs to be efficient, not over-engineered. Linking your plan carefully to your Product Strategy will take you a logical speedy journey to build a clear and robust strategy. In this module, we'll bring all of your planning together into a practical (and flexible) financial plan – starting from today and articulating the path to your aspirational targets – a real basis to run your business.

MODULE 5

Embedding 'Rhythm & Rigour' in your business

The classic issue in businesses is that even if they "nail" their strategy documents, they "fail" to make the time or stick to the discipline of pushing the strategy through – the day job gets in the way. We'll focus on developing effective rhythm around the execution of your strategic priorities; linking long term goals to short term activity and engaging your whole team in this process.

WHO IS THIS COURSE FOR?

Practical Business Planning is particularly suited to business owners and senior leaders addressing short, medium and longer term strategic planning for their businesses.

Articulating strategy can be overwhelming and a job that either never gets done or is done in such a way that once complete, the sense is you have reached the end, not the beginning of your strategic journey.

During this course, we look at tried and tested processes for gripping your strategy, defining a clear plan and then 'living by it' with an organisational structure and team that will support your strategic goals.

COURSE STRUCTURE

The course takes five weeks to complete all 5 modules and includes over 8 hours of training content. This comprises of 5 x weekly group sessions with 4-6 people in each cohort and one 1:1 session for each delegate. The 1:1 sessions are scheduled at your convenience where we review key learnings and set actions for you to take back and implement in your daily working life.

All sessions are conducted remotely via Zoom, with a combination of lecture and practical activity, either individually or within your groups. All course materials and tools are provided and you are also presented with a Certificate of Achievement at the end of the course.

WHAT DO YOU GET?

5 in-depth modules over 5 weeks, a combination of group training and 1:1 sessions with all course materials provided.

Real-life training, using a combination of lecture and practical activities with tailored content that's easy to understand and relevant to your business.

A **best practice** approach to delivering results, with tried and tested tools and processes developed from many years' experience.

The opportunity to **interact with peers and experts**, with small group sessions designed to drive learning, experimentation and confidence.

A clear sense of progress and achievement, with **empowering and practical sales strategies** that you can implement immediately in your day to day life.

COURSE PRICING

Our dedicated Landscape Institute member pricing structure for this course (including all 5 modules and 1:1 sessions) is **£595 (+VAT)** per person.

Discount Offers

For 2 or more delegates who wish to attend from the same organisation, we will apply a **10% discount** for each subsequent delegate.

We are keen to support the training and development of younger people, so are offering a **40% discount** for delegates aged 26 and under*.

* The group discount does not apply if this option is taken.

We will also offer a **15% discount** for early bird bookings on top of other available discounts if booked by a specific date (as highlighted on the website)

HOW TO BOOK YOUR PLACE

Simply visit our website at:

firestartersolutions.co.uk/services/firestarter-academy-landscape-institute/


and select the course date you would like to book. Then follow the online booking process to confirm your place. We will send you an email confirmation including your booking reference and instructions for joining the first online group session.

COMMENTS FROM PREVIOUS DELEGATES



“ Thank you for delivering empowering and practical sales strategies that I have neglected in recent times. I have had a lot of sales training over the years but this is on a different level in the way you have brought all the elements together to provide a sales bible for life. ”

“ The training course was very interactive and insightful. The one-to-one sessions were very useful. I met a lot of like-minded professionals who have made the experience even better by sharing their personal tips and tricks. ”



“ A really excellent training course, great practical application presented in an easy to understand & good humoured way. I will definitely be making changes to our sales process and approach. ”

FIRESTARTER 
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