

Fail To Plan, You Plan To Fail

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*He who fails to plan
is planning to fail.*

- Winston Churchill



7 Secrets Of The Winston Churchill Success



CONSERVE
ENERGY



**BUILD A SOLID
DAILY ROUTINE**



FIND THE
PERFECT WORK
ENVIRONMENT



**KEEP
THINGS
SIMPLE**



NAP TO
RESTORE
ENERGY
LEVELS

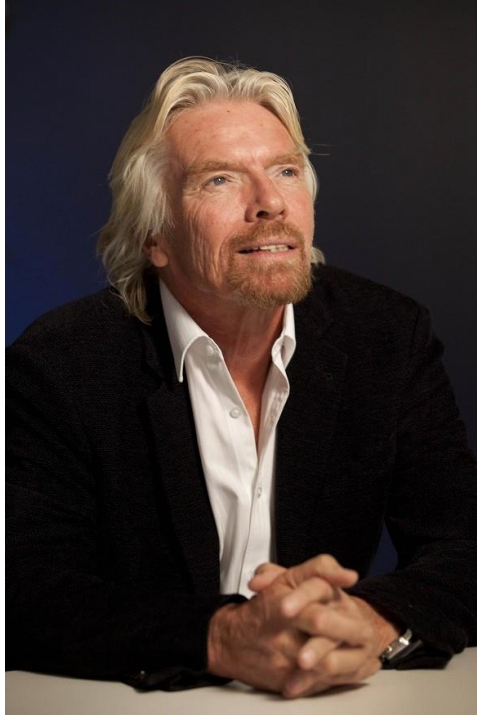


DON'T LOSE
ENTHUSIASM



EMBRACE
LIFE-LONG
LEARNING

Two Methods To Driving A Business Forward Depends On The Style of the Leader...



Visionary Entrepreneur

“Fail Early, Cheaply, and Often”



Planner / Step By Step Development

“Plan So That Failure is Limited”

Business Planning Framework - Short, Medium and Long Term

Iterative Approach To Improve Probability of Success

4) Continuous Improvement

- › Repeatable sustainable process
- › Quarterly / yearly interactive approach
- › Strategy Review / Deployment & AOP
- › Innovation process / Six Sigma
- › Training

1) Business Vision

- › Where are you trying to get to?
- › By when?
- › How will you measure success?
- › Short, medium, long term



Expert Help

- › Expert help, coaching and mentoring
- › Project management to drive speed

3) Seamless Execution

- › Positioning value messaging and pricing
- › Product Launch & Go-To-Market
- › Marketing Communications
- › Value Based Pricing
- › New Product Development
- › Sales execution and organization creation

2) Right Strategy

- › Strategic review of current business & P&L
- › Short term results to fund longer term program
- › Definition, review and prioritisation of growth
- › Make vs. Buy decision making
- › Organisational readiness
- › Roadmap and Playbook to execute

Business Vision

Everything starts with that mental view of what you want the business to be in the future...

Identify the current state, and challenge the future direction / goals

Key Questions To Ask

- What do we aspire to be?
- What does the end result of investment / change look like?
- What should we stop doing?
- What should we do more of?
- What is the single problem ("lead weight") you need to resolve?
- Where do we want to be in 3 years?
- What is your exit plan?



Business Strategy – Short Term

Simple yet powerful questions to get you thinking...

Key Questions To Ask Yourself?

- Do you know and understand the threats to your business?
- Are you building a business for the future, or maintaining the business you had yesterday?
- Are you attracting the best workforce, and retaining them?
- Why aren't your prospects becoming customers?

Making A Change?

- Before considering change ask yourself.....
- What have you done in the last quarter / year that was:
 - a) Successful? b) Aligned with values? c) You want to keep doing?
- What have you done in the past that didn't add value to you, your customers, or business?
- What would you like to do in the future to increase cash flow, opportunities, visibility?
- Does the change benefit customers?
- Does the change benefit the business?



Business Strategy - Medium Term

Growth opportunities – definition, review and prioritisation

- Where to play and how to win?
- Is there a right to play, and succeed?
- What is the cost to serve and probability of success?

Activities

- Define the core that enables a win
– assess strengths and potential spaces
- Identify growth potentials and aspects of the core that can be leveraged
- Assess options and adjacency attractiveness – size / segmentation / competition
- Formulate entry options and define requirement and strategies to enter
- Evaluate entry options - consider investments and attractiveness against value potential
- Develop execution roadmap including investments and projections



Principals of a Well Constructed Roadmap & Plan

What?

- Business Goals: What do we need to achieve?
- Phases: What are the high-level steps to achieving the goals?
- Activities: What specifically must be done?

When?

- Forward Schedule: What will it take to get there?
- Backward Schedule: What are the date constraints?

Who?

- Resource skills and availability.
Who do we need and are they available in house?

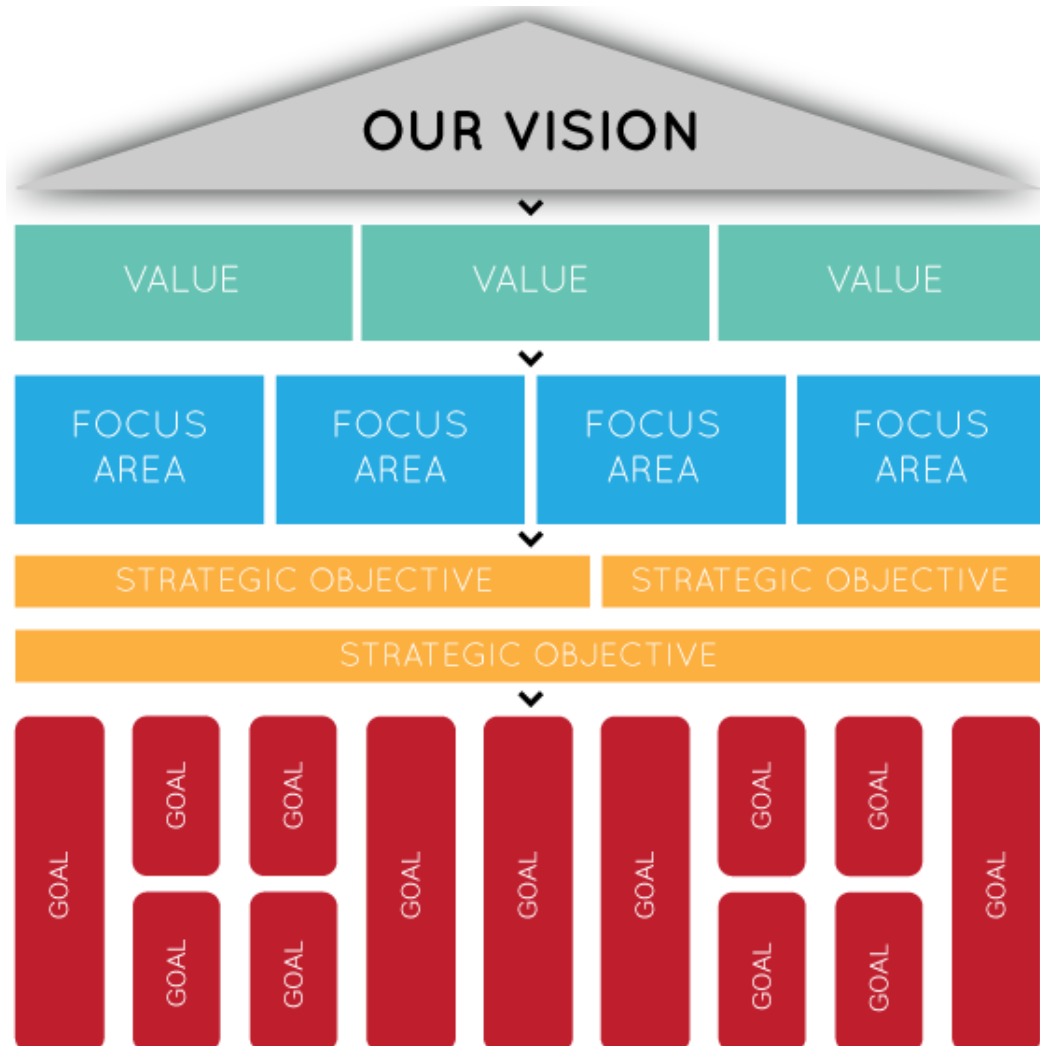
How?

- Priority and sequence of activities based on business goals
What must be done first?

Why?

- The different options for sequencing
Why is this the answer? What is the rationale and justification?

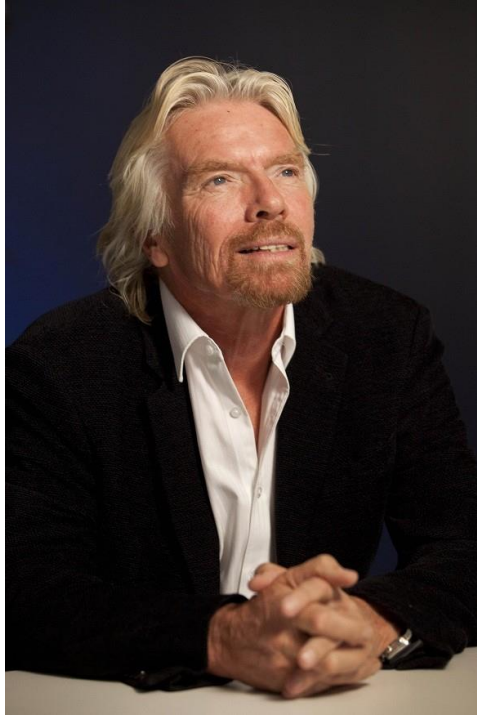
Our Business Is A House...



Don't assume this is a huge document taking months to prepare.....

2-3 hours and a single sheet of A4 as starter with bullet points....

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Thank you For Your Time



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Thought 1: 13 Step Philosophy To Driving A Small Business Forward

Creating a fool proof foundation

Managing without ego

Keeping the 3 p's (people, process, product) in mind

Choosing the right people

Make data-driven decisions

Providing excellent customer service

Documenting your processes

Setting team expectations

Having a clear process

Soliciting feedback from your team

Keeping everything transparent

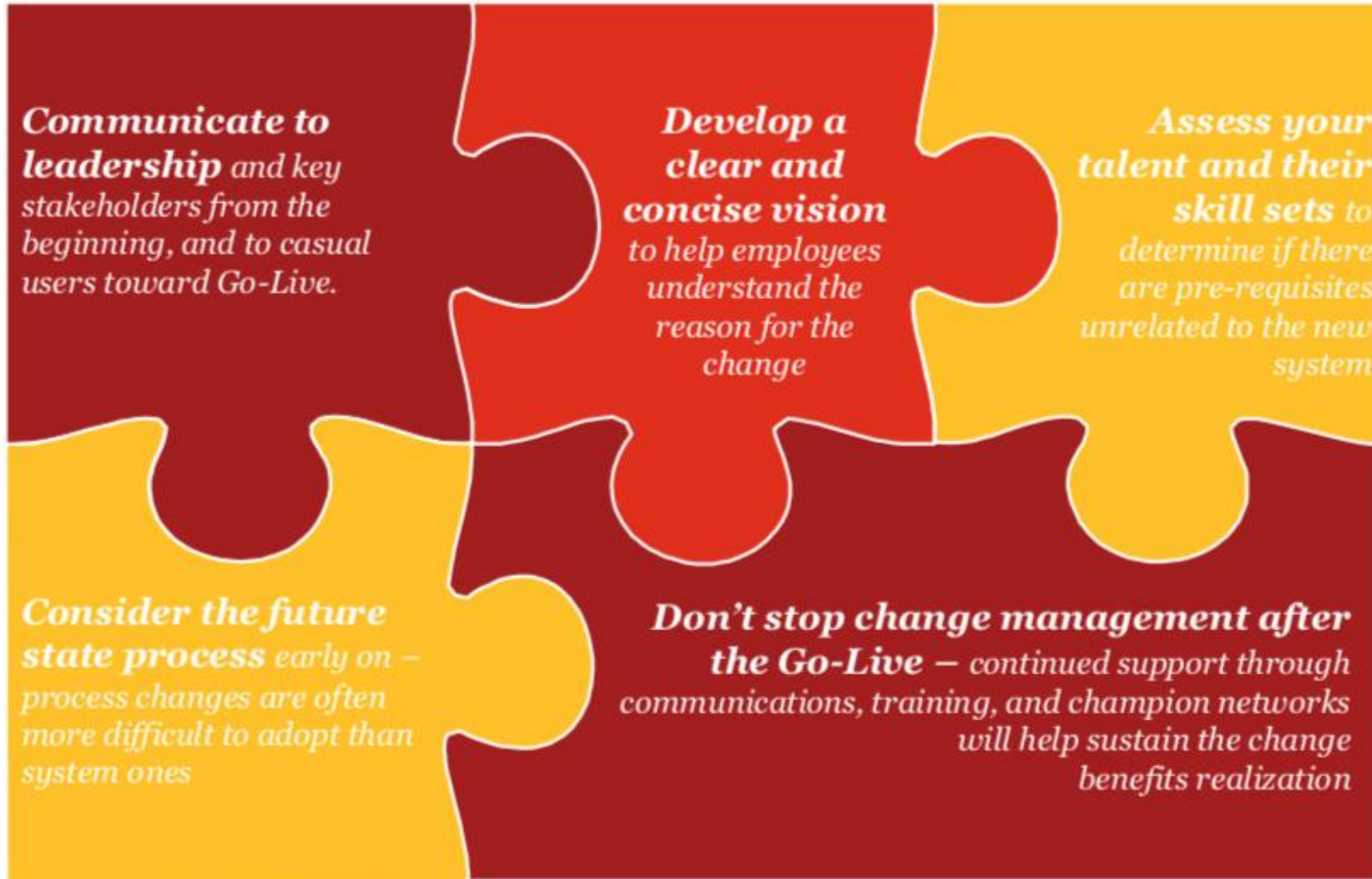
Building for the future

Single business leader owning the operation from start to finish

It will be no surprise that you notice...

- **Everything starts with foundation**
- **Process is mentioned 3 times**
- **People and customer service appear numerous times**
- **There is a single person accountable to the board for the business**

Thought 2: Change Is Not A One Time Event It Needs To Run Throughout The Entire Business Lifecycle



Source: Pricewaterhousecoopers GmbH

A Standard Offering For SMEs

A Number of Fixed Time Options To Get Going ...

Everything starts with a solid foundation and great plan. We want to minimise the risk of larger investments failing by strategically assessing (or creating) the business direction and strategy before we jump to execution and the big costs

<u>Activity / Package</u>	<u>Business Vision</u>	<u>Market Plan</u>	<u>Business Plan</u>	<u>Execution</u>
Business vision – current state & future goals	✓	✓	✓	
Financial review		✓	✓	
Product and price review		✓	✓	
Financial improvement plan		✓	✓	
Roadmap of short term growth plans		✓	✓	
Documented Comprehensive Business Plan & 3/5 Year Financial Projections			✓	
Definition of the core business & value proposition - strengths to grow from			✓	
Identification of growth potentials – size, segmentation, competition estimate			✓	
Market entry (sales channel) strategy –investments & attractiveness vs. value			✓	
Detailed evaluation of entry options – detailed project plans, investments			✓	
Documented Comprehensive Business Plan & 3/5 Year Financial Projections			✓	
Execution of Strategy, E-Commerce, Marcom/Social Media, Sales etc. etc.				✓
Typical Timescale Required	2 Hours	2-5 Days	3-7 Days	Per Day