

EzyPlan360

EzyPlan360 is the simplest, straight forward, stage one of business planning, so that the business owner and their team can easily review, understand what's possible, what we want to do and what we need to do, to do it!



Building better businesses. Mybusinessnow.com.au



PAST, PRESENT, POSSIBILITIES.
DESIGN, DIRECTION, DESTINATION.

PRIMARY FOCUS: ENSURE EVERYONE IN THE TEAM KNOWS WHERE WE ARE GOING AND HOW WE'LL GET THERE.

Less than 17% of all businesses do any planning and maybe that's why almost 60% fail in their first three years according to the Australian Bureau of Statistics. (In fact 80% fail in the first five years and 80% of the ones that made it fail in the next five years)

If you know where you want to go, businesses need a structured and strategic plan to get there, then all they have to do is stick to the plan.

If you don't know where your going, businesses can't possibly get there. It's not just a matter of opening the door, hanging up the sign and waiting, like most do. These businesses end up somewhere, but more often than not, not where you want the business to go or the result you want.

If you understand what your business has done up till now, what it's capable of doing by looking at the personal bests and what the maximised potential could be and then questioning how we get a better result, it all becomes clearer. Questions create clarity. You understand what needs to be done.

You now have a plan and a strategy. And if it's followed and stuck to, you get there. Business planning doesn't need to be complicated and it doesn't need to be the size and length of war and peace either, it just needs a couple of fundamental aspects.

- 1 Business plan basics, know where your going.
- 2 Planning styles, EzyPlan to full blown.
- 3 Historical data, where have you come from
- 4 What's possible at 100%
- 5 Market share potential, competition.
- 6 What's the objective?
- 7 What will I take to move forward, changes, skills, growth.
- 8 Review points, are we on track?
- 9 Everyone needs to know the plan and how we get there.
- 10 Short term, long term, BIG goals.

Getting a business to grow and move in the direction you want and build the business and lifestyle you thought possible, isn't just a matter of opening the door, putting a sign out the front and waiting. It's all about planning, designing a strategy that gets the result you want and then sticking to it. The result is you get to where you thought you would.

Planning360 Past, present, possibilities.

Planning360: Past, present, possibilities.



Smart People
Planning
Possibilities



Planning360 workbook

1: Intro to Planning360

2: Just about any business could double in 12 to 24 months

The basics behind everything Mybusinessnow, is about getting the fundamentals right, regardless of what the stage your business is in, or what the long term objective is.

But if you had to pick one thing over everything else, it would have to be **planning**.

If you **don't** know where your going, how can you possibly get there without some serious luck, or keep throwing a huge amount of money at marketing.

Today is a hands on workshop and an introduction to the concept of MBN EzyPlan and fundamental businesses planning.

The objective today is to give you the basics of not just how to do a simple business plan that will give you clear direction and help grow your business, but also the WHY.

Here's my objective for you. That you'll walk out today with a completed/or part completed EzyPlan and a strategy of how you'll do it, that you can fold up and use as your plan to grow your business and continue to develop further!

3: What is a business plan anyway?

There are many variations on what really is a business plan is, and many get confused as to what it is, but this from Entrepreneur magazine, other than my own, is what they really are all about.

The amount of business that don't do them is staggering, even those that are in the process of buying, or have recently bought, don't complete a business plan.

To me, a business plan is even more than just a description of what you want the business to do, but its also gives you **the ability to see whether the businesses is capable of doing what you need it to do.**

Example: I recently met a lady that had spent the last couple of years trying to get a training program going. Sold at \$150 for six hour course. I asked what her objective was, and it was \$100,000pa (she was a teacher earning \$75K)

Simply reverse engineering the number told her it was almost impossible to do 55 workshops as month based on what she was currently doing. **It would never happen!**

And if the \$150 course actually cost \$75 each to put on, then the income needed is even more

4: No one ever plans to fail.

I have always planned what my businesses were going to do over the next 12 months to five years.

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Planning360: Past, present, possibilities.

It may not have always got there, but I knew clearly what the plan was and what I needed to do to get there and the only reason it didn't get there was **I didn't do what I needed to be done!**

I've also **always** planned my businesses in the EzyPlan style, (**simple**) I've occasionally gone through the process of completing a more indepth version of what I call the EzyPlanPlus, a more complex version with additional information that a bank or investor might want, but having said that I've never had my bank ask for a business plan, ever, in over 30 years!

5: The five key aspects of planning

There's really only five key pieces of data needed to write a basic business plan. And the secret is having easy access to fundamental basic data. Sales, clients, expenses, gross and nett profit. The balance and additional information is only needed for extended plans, financial history and forecasts and profit and loss.

A business plan is for you!

6: The reasons planning is so important

If you don't know where your going, how can you possibly get there?

According to a survey by Small Business Trends in 2016, **a business plan can potentially double the chance of success of a business.**

According to a survey of over 11,000 businesses recently conducted:

Businesses that planned, grew 30% faster

And 71% of the fastest growing companies use a business plan.

But on the opposite side of those results, 80% of businesses fail in the first five years, yet only 17% do any form of planning.

To me, that in itself is the key reason to do even a simple plan.

7: What stops people from planning

There's really only a few reasons as to what stops people going through the process.

And when you look at suggested templates of most business plans, **they're almost War and Peace!**

8: Getting ready. Whats going on now?

Lets get started (I know some of you may have completed part of this, but now we're putting it all together)

Put your name/business name at the top of the EzyPlan

Open your EzyPlan and complete the QuickReview360

Don't worry if there's some parts you cant complete, part of this exercise is understanding what data you need to know more about.

Leave box 2 and 3, max and lost potential at this stage, well look closer at them, later and put that data back in!

Review:

Anything that made anyone question what was going on, or the way your looking at something?

Or even surprise at the number, or outcome?

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9: Get started. The QuickCheck review

Give each key driver a value between 0 to 10

Zero meaning we don't do anything and 10, we nail it, we get great results.

This is where **honesty** is critical.

No point giving yourself a 7 in marketing if all you do is facebook!

Additional areas, data and money (added in as part of MBN 2.0)

Review:

Anything stand out here that you thought that's a concern?

Anyone immediately see opportunities? **Highlight it!**

10: Questions create clarity

Activity: Answers to the questions.

Here we use the EzyPlanPlus guide. Turn to page 2

Questions review.

Why would someone buy from you?

Whats your WOW?

11: SWOT and competition analysis

Activity: SWOT and competition analysis.

Use either the EzyPlan or EzyPlan guide (little more room)

What are your strengths, etc

What about competition, local, online, other options??

Engagement:

Would anyone like to share a couple of insights, some observations maybe never thought of before?

Q:

Whats a strength, weakness

What about competition and alternatives?

12: Potential, possibilities

Activity. Maximised potential

Page 4 of the EzyPlan guide

The reason this is so important (and no one does it) is where can a business really go?

Future, expansion, franchise, exiting to interest future buyers!

Example 1: Guesstimate!

What do you think the business is now, compared to 100% capacity

Eg currently does \$400K, but running at easy 50%, therefore, potential is \$800,000pa

Example 2: Strategic increases in key drivers.

200 clients (at 50% capacity in all areas)

Average spend 50

Frequency, twice per month

$200 \times \$50 \times 2 \times 12 = \$240,000$

Double the clients only, = \$480,000

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Increase everything by 20%

$240 \times \$60 \times 2.4 \text{ times per mth} \times 12 = \$414,720$ (173% increase)

Example 3 (Different products and services) Capacity in other areas

Example 4 (Increase prices 10%???)

$200 \times \$55 \times 2 \times 12 = \$264,000$

13: Objectives, where are we going?

So now realistically, where do you really want to go.

12 month goals

Break down to realistic growth in 3, 6, 9 and then 12 month.

Example: 25% increase (current average growth in Aus is under 9%)

Current turnover: \$400,000 (current quarters, \$100,000/qtr)

12 month goal: \$500,000

1st Qtr: \$110,000

2nd Qtr: \$120,000

3rd Qtr: \$135,000

12 month: \$500,000 (\$125K/qtr average objective) Last qtr \$135,000 (110+120+135+135 = \$500K)

Note: Where are the low quarters? Eg Dec/Jan/Feb

This is where looking at past month by months, shows the trends.

14: QuickCheck2, what needs to change?

Nothing will change without changing something!

Use the EzyPlan Guide here, we will add the priority ideas here later!

This where we review the key drivers again, but this time to identify where the opportunities are, don't worry about the ideas of how yet (that's next)

Just add in each section in brief, what should happen

Eg

Image

Better signage, standout, get more traffic walking in!

15: Strategic plan and priorities

Lets take the review into a strategy!

Use either the full page/or split pages

Jot down as many ideas as possible (5 at least in each area)

Then identify two as the priority that will get us the fastest and best results.

Eg

Service

Start collecting data from every prospect, customer, client, enquiry

Followup everyone

Enewsletter, optin system

Redesign our customer service experience

How do we ensure every client refers someone else?

16: The EzyPlan

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Now lets add all the components into the EzyPlan

Whats going on?

1A: Add in the previous years numbers

1: Maximised potential

2: Lost potential, whats the cost now?

3: 12 month goal:

4: Add the 3,6,9, 12 and 24 months goals

5: Current sales/new sales growth

Product and service review

Q: What are the changes we need to achieve?

SWOT analysis review

Q: Where are the opportunities?

QuickCheck 2, what do we need to grow?

Using the EzyPlan guide add in the 3 highest ROI, they way the business will grow

Now the question is, how do those key drivers change? (Heres an idea MBN!!)

And lastly, skills and training review

Q; What staff (including you) need upskilling in particular areas, eg Sales or service

17: Review and management checkpoints

Now setup the review points.

Minimum is monthly

The more you look at it, the better chance of success.

Sit down with key staff and review the results over that month.

Are you/we on track

Achieve the results needed

Expectations at each driver, objectives and outcomes

If not on track what happened, why? What stopping us from getting the result we planned **(and more often than not, we just didn't do what we said we would do!)**

In some instances reviewing weekly is important, in particular with sales focused businesses.

Use some kind of planner to allocate end of week, month, quarter results.

18: Plans can change, but stick to the objectives.

Something else to think about!

The important thing is to stick to the objective wherever possible, modify the strategy!

If you're not getting the results through the **image** strategy, try something else.

If you're not getting the **sales** result, do you need to change the people, increase the activity, improve the skills

If your not getting the client repeat sales you wanted, is the experience right, do **service** staff need reviewing, training, better management?

19: Real business growth is easy.

The objective of EzyPlan is simply beginning the first stage of real business planning

- You know what the objective of the business is
- You know what the strategies are and the priorities are.

Planning360: Ensure everyone in the team knows where we are going and how we'll get there.

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- The time frames
- And the review points

Now what's next?

Mybusinessnow: Skills, solutions and support for all business owners and their teams to grow their businesses.

Business360

Let me tell you a little about whats happening in MBN

- MBN program begins: March:** group skills, solutions and support will begin next month.
- \$250/mth for the first 2 months (introductory offer) as it grows, then \$495 from May.
 - Monthly group training
 - Structured followup
 - Monthly one on one meeting
 - Phone and ernal support
- Business growth seminars.** (we have had a few suggestions that we run various sessions as stand alone workshops)
- What do you think we should run as priority?

Referrals, who do you know?



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Mybusinessnow strategic plan



	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
History													
This years objectives													
Strategies													
Outcomes													



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Planning360 2.0: Past, present, possibilities.

Ensure everyone in the team knows where we are going and how we'll get there.

Less than 17% of businesses do any form of planning and maybe that's why 60% fail in the first three years and 80% in the first eight according to the Australian Bureau of Statistics.

If you know where you want to go, businesses need a structured and



Aspect	Objective	Rate	Outcomes	Plan 2.0
Know where you've been	What has the business done over the last few years, personal best.			
Know what's possible	If everything ran at 100%, what would that look like?			
Know where you're going.	What the objective, the 3, 6, 9, 12 and 24 months goals?			
Historical data, sales, turnover, clients, staff	What's the results from sales per month, products, clients.			
SWOT and competition analysis	Know where your strengths and weaknesses are.			
Market share	Calculate a rough market share, local and further.			
Long term objectives	Where do you want the business to be in 5, 10 years.			
What needs to change to move	In order to get the growth, what needs to change?			
Review points, are you on track,	How often do we review and why?			
Everyone on board, to know	The team need to be on board with the plan and strategy.			
BIG goals.	How could the business double? What has to happen?			
<u>RePlanning360</u>				
<u>Review the numbers</u>	Are we on track?			
<u>Review the strategies</u>	What went well, what didn't, what needs to change?			
<u>Review time frames</u> , when	Monthly and quarterly reviews.			