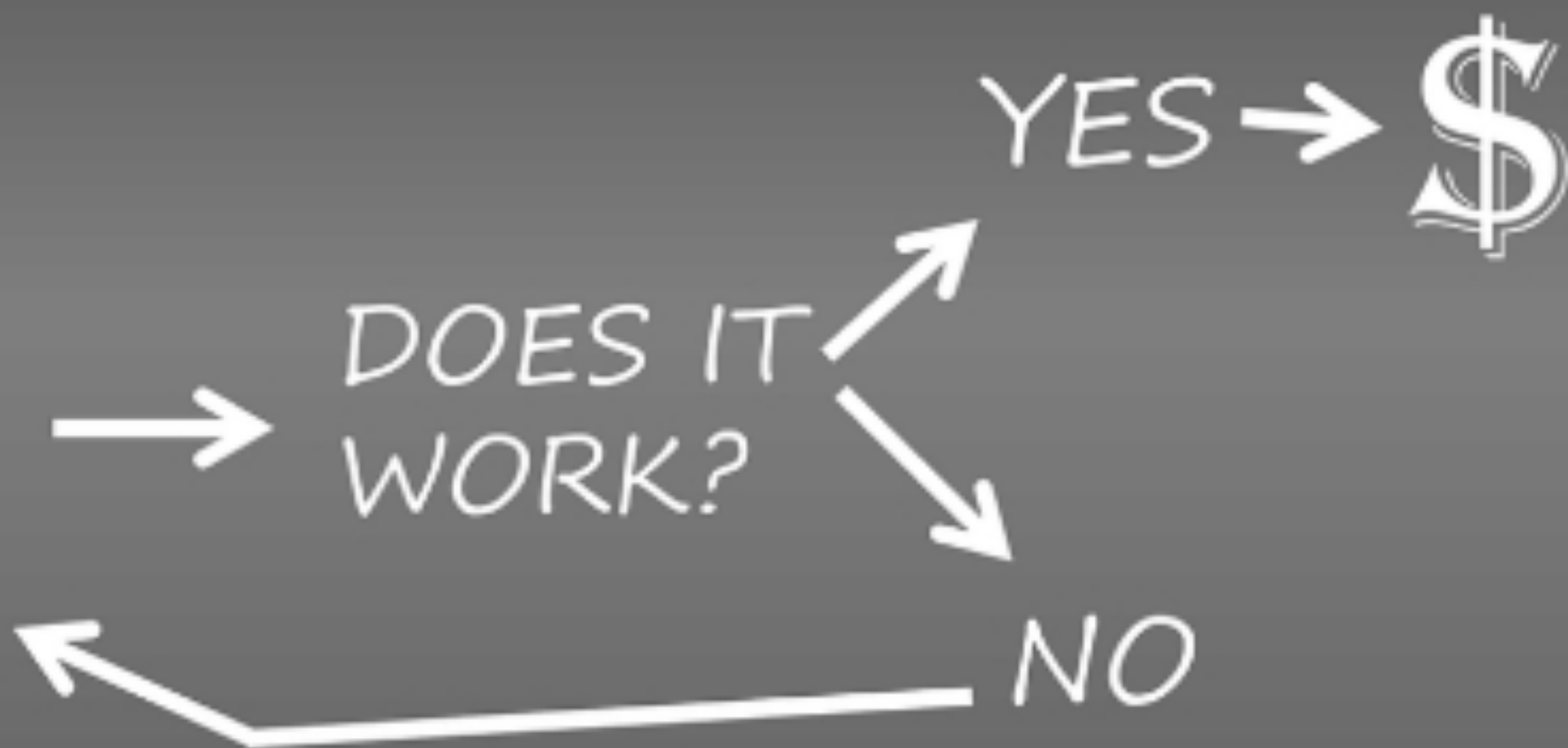


Improving Success with New Business Ventures

ANVCA Conference 2019



Business Plan



Essential Strategy Foundation

Mission

Growth

Survival



Chasing New Business

Mission

- Is it aligned with our Mission? Will it support Vision?
- What are the criteria for the business we want?
- What are our expectations?

Growth

- What is the demand?
- What is the potential profit?
- What are the start-up costs?
- Is it something we know how to do?

Survival

- Do we have the money to support the first 18-24 months?
- What impact will it have on our existing business lines?
- What is Mission Critical for the new business?



Assessing Opportunity & Risk

Understand your Strengths

An opportunity is only good if we know how to grab it and win

Understand your Weaknesses

Weaknesses can jeopardize an opportunity no matter how good that opportunity is



Success & Exit Planning

Success Planning

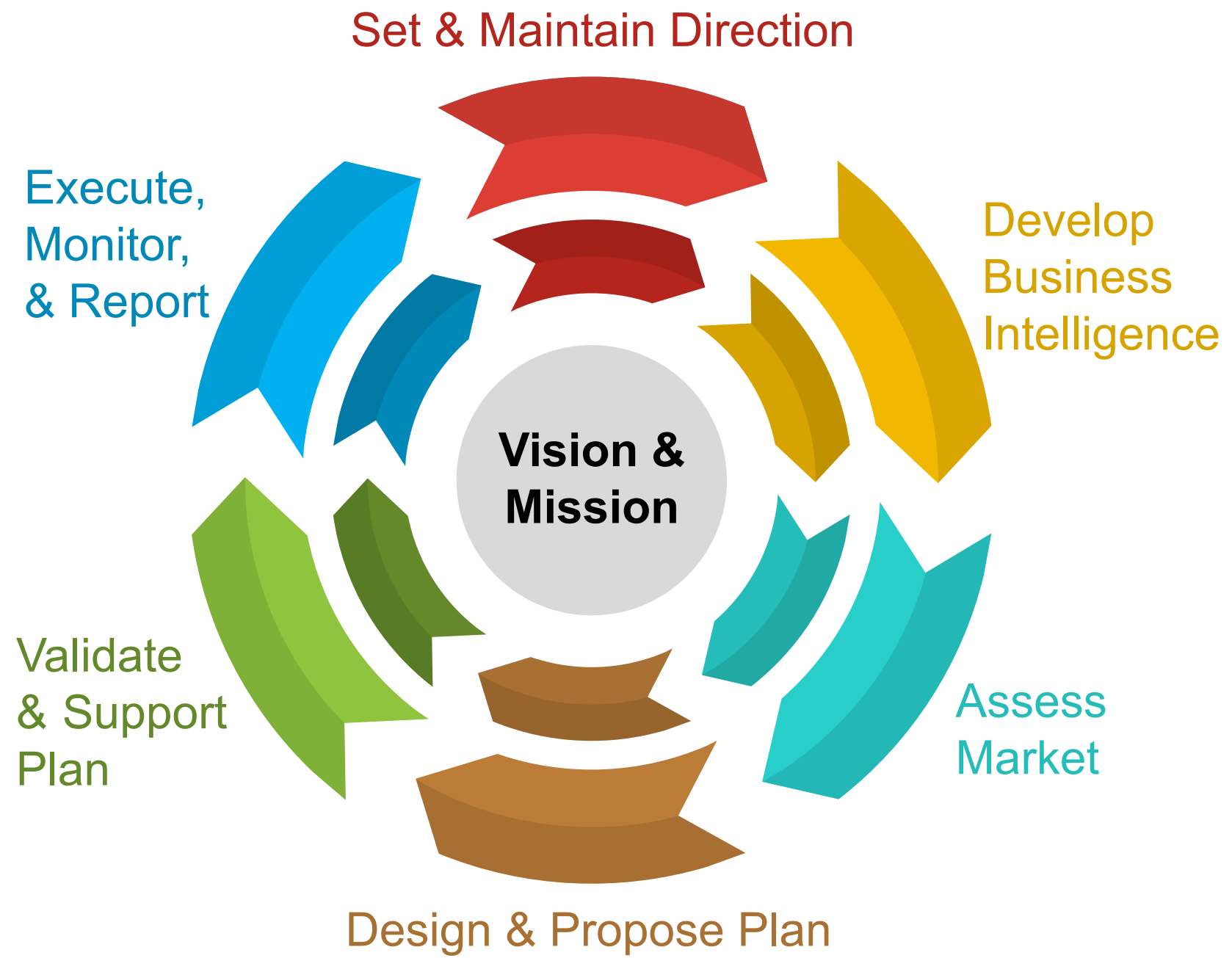
Can we sustain the win?

Exit Planning

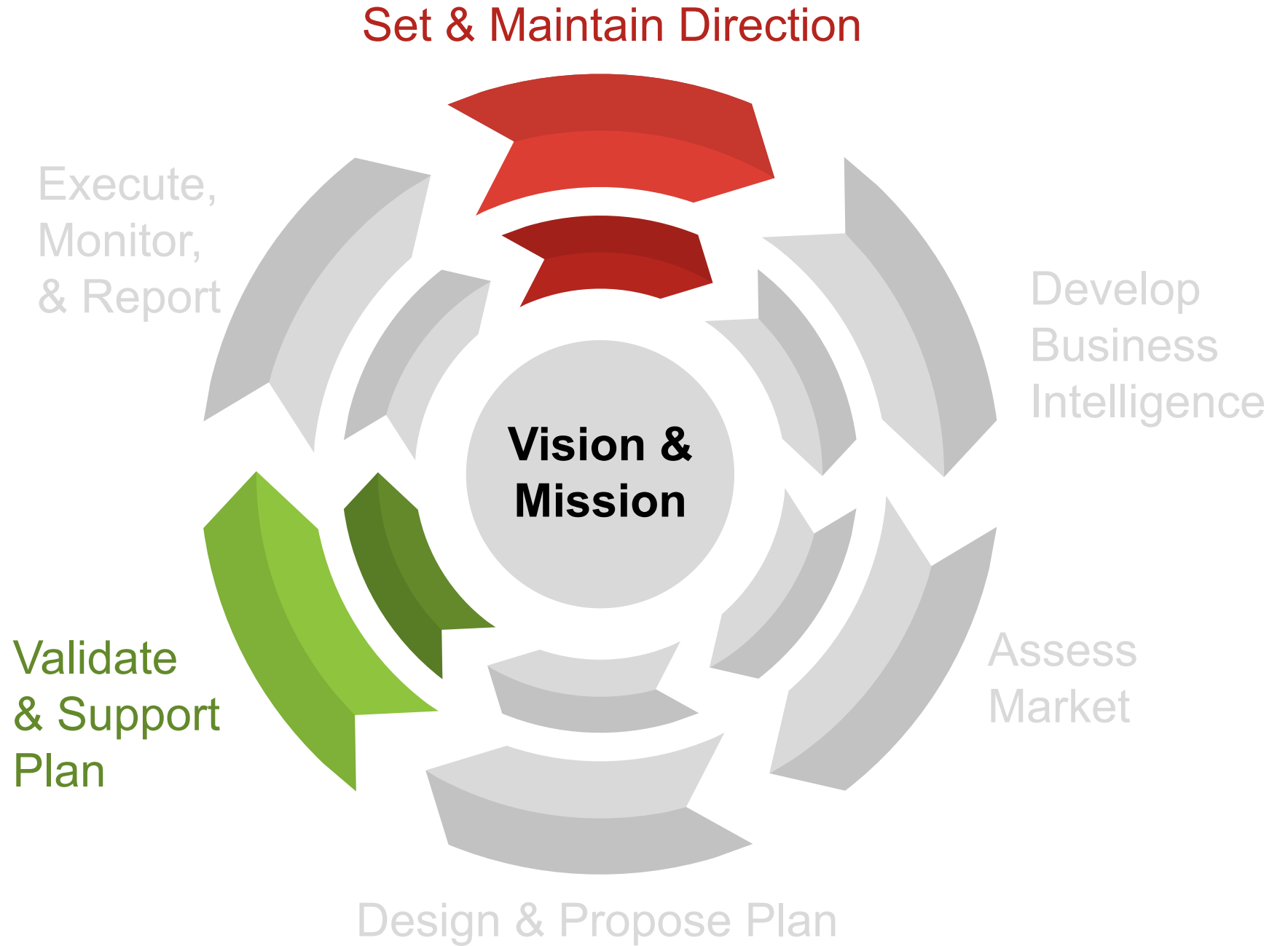
Do we know when to get out?



Planning Process



Board Roles





Wrap-up





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Strategy

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