


aractech

Global Learning for Operational Leaders



Plan

- 1.
- 2.
- 3.

PLANNING AND STRATEGY MANAGEMENT

Developing and Implementing the Business Plan

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Course content

Why Attend

The course introduces a pragmatic and process-based approach to developing and implementing business plans. The course offers participants the tools to transform ideas into strategic goals and to outline the operational and financial strategies needed to achieve these goals. The course expands on how to use the business plan as a communication, negotiation and persuasion tool. This is critical when collaborating across different aspects of the business plan is required.

A well written business plan should provide decision makers with enough insights to assist them in deciding the viability and feasibility of new ideas, strategies and initiatives. This course is designed with this key objective in mind.

Course Methodology

- This course is highly interactive. From the onset, participants find themselves engaged in identifying business initiatives or opportunities within their company or on their own. Subsequently, they embark on developing the required business plan. The course follows a workshop approach where teams are formed, roles are defined and every team member contributes to the development of the business plan. Participants get the opportunity to work with different types of business analysis tools to evaluate and decide the direction of their ideas or initiatives. In addition, teams will present their work to the other teams in the class and they will end up with a complete business plan which they may share with their colleagues and superiors at work if they choose to.

Course Objectives

- Explain the importance of a well thought-out business plan for the success of the organization
- Describe the structure of a business plan and how it caters to market and organizational needs
- Apply the business plan development process to create a well-structured, convincing business plan covering all vital elements
- Develop a business plan that includes a detailed, practical and effective implementation strategy
- Evaluate the progress of the implementation of the business plan and take necessary corrective steps

Target Audience

- Department heads, senior managers, managers and supervisors, project managers, team leaders, sales managers, marketing managers, entrepreneurs and others who would like to develop their business planning skills.

- Target Competencies
- Creative thinking and business planning
- Collaboration and teamwork

Course outline

Detailed course outline

Module-by-module outline for Developing and Implementing the Business Plan.

Module 1 - Understanding the business plan

- Definition of a business plan
- Types of business plans
- Benefits of a business plan

Module 2 - Business plan overview

- Components of a business plan
- The process behind the business plan
- The importance of the business plan to a firm's value chain
- Securing the buy-in from stakeholders

Module 3 - Developing the business plan

- Mapping vision, mission and values
- Conducting a situation analysis
- Setting goals, objectives, and business strategies
- Developing tactics, programs and action plans
- Forecasting, pricing and applying breakeven analysis
- Sourcing, allocating and scheduling

Course outline

Detailed course outline

Module-by-module outline for Developing and Implementing the Business Plan.

Module 4 - Understanding basic financial concepts

- The income statement
- The balance sheet
- Cash-flow analysis
- Program Budgets
- Writing the executive summary
- Creating appendices and references

Module 5 - The communication phase

- Job assignments
- Reporting structure
- Knowledge base

Seminar dates

Available seminar dates

Live dates and pricing for Developing and Implementing the Business Plan generated from the course details page.

Date	Location	Format	Fee
22 - 26 June 2026	Rome	Classroom	€2,975
13 - 17 July 2026	Munich	Classroom	€2,415
17 - 21 August 2026	Amsterdam	Classroom	€2,975
21 - 25 September 2026	London	Classroom	€2,940
19 - 23 October 2026	Istanbul	Classroom	€1,995
2 - 6 November 2026	Vienna	Classroom	€2,975
21 - 25 December 2026	Barcelona	Classroom	€2,695

Live online option

Online delivery is available at €1,250.