



## Plan, Prepare, Prosper

### Introduction to strategic planning

The Department of Regional Development and Primary Industries is offering free business management training to primary producer and food processing businesses. Known as the Plan, Prepare, Prosper suite, these workshops assist businesses to develop strategies to manage risk and maximise opportunities for profit.

These workshops are being offered as a one day training opportunity or as part of a five or six day program that will help you build a comprehensive strategic plan for your business.

'Introduction to strategic planning' will help you examine how and why successful businesses make a point of planning and you will be introduced to tools that will help you analyse your own business and the factors that influence its success or failure.

We will also look at other tools and processes that will help you to focus your efforts on those areas likely to have the most impact on your business.

Finally, you will explore the components that make up a good strategic plan and by the end of the day you will have drafted a vision for your business and begun your own strategic plan.

This workshop is preferred starting point for the five to six day training program that will help you develop a strategic business plan.

During this workshop you will identify areas of your business that you will want to explore further through research or through additional training.

To help you develop a comprehensive strategic plan for your business, the department is also offering workshops covering:

- Financial management - for your business
- Managing your business in a variable climate and strategies for adapting your agronomic practices and decision making
- Managing your business human resource; which includes planning for your personal wellbeing and managing others in your business
- Systems for ensuring long term business profitability and to implement your strategic plans.

## Who's the workshop for?

If you're working in a primary producer or food processing business and want to improve your understanding of your businesses, unique strengths, opportunities and challenges to best position yourself for a profitable future, Introduction to Strategic planning is a great starting point.

By the end of this workshop you will have:

- explored what your business really needs to do for you and your family.
- discussed strategies for improving communication
- examined the key elements of a strategic plan for your business
- applied two business analysis tools to your business
- reviewed risks unique to your business.

## This workshop is free! Register today

Visit [agric.smartygrants.com.au/PPP\\_oneday](http://agric.smartygrants.com.au/PPP_oneday) or for more information or assistance free call 1800 198 231 or email [workshops@agric.wa.gov.au](mailto:workshops@agric.wa.gov.au)

## More information

You can find out more about our other workshops at [agric.wa.gov.au/farm-planning-workshops](http://agric.wa.gov.au/farm-planning-workshops)

**Date:** [19 July 2018](#)

**Venue:** [New Norcia](#)

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