

## PLANNING FOR GROWTH

### Facilitators Guide

**Aim:** To help the participants in making an assessment of their skills and abilities and outline personal goals for their personal and professional lives.

**Objectives :** By the end of this session participants will have:-

- Understood what the barriers are to helping business grow.
- Outlined practical ideas about developing a vision for business growth.
- Developed a personal plan for Business Growth including a financial forecast.

### Outline of Session

1. Introduction
2. How Big is Your Vision ? (Ways To Grow My Business)
3. Ways to Grow My Business
4. *Conclusion*
5. *Questions & Feedback*

### Suggested Timings:

(Total time for Session = 1.25 hours (75 mins))

Introduction - **5 mins**

How Big is Your Vision ? (Ways To Grow My Business) - **30 mins**

Your Plan For Growth - **25 mins**

*Conclusion* - **5 mins**

*Questions & Feedback* - **10 mins**

## 1. Introduction

- A) Welcome Everyone to the Group.
- b) Get people to Introduce them selves.

### Slide 1

### C) For You To Say As Facilitator -

Discuss: What are the problems or barriers to growing a small business – **have a discussion and write down issues**

### Slide 2 & 3

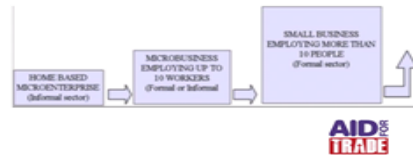
**Show Slide 1** Growing your business is like helping a new plant to grow. You must provide everything your customers expect and need from you!

Slide 2 - **Encourage participants TO IDENTIFY WHAT BUSINESS THEY HAVE NOW**

Encourage participants to think ahead and propose where their business will be in 3 years time ?



Your income generating activity is like a plant, it needs careful attention if it is to grow.



### Slide 4

Discuss any findings coming out of the thoughts of participants about future business growth.



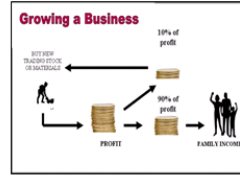
**How Big Is Your Vision?**



**Slide 5**

One of the biggest problems in 'subsistence' trading is that all the profit made is used as family income which leaves no money to buy more stock or materials.

Open a discussion about financial planning allowing the opportunity for participants to talk openly about putting monies aside for new stock.



Managing Your Sales Income




**Slide 6**

Move on to page 3 of the Workbook and encourage participants to complete the survey outlined.

Using the full table in Workbook page 3 – Outline the steps you might take to Grow your Business

WAYS TO GROW MY BUSINESS	I Must Do This	I May Need to Do This	I May Not Need To Do This	I don't Think I need to Do This
I need to find or loan more money				
Find more customers				
Get customersto each spend more				



**Slide 7**

Encourage participants to take time to review the analysis in the workbook on page 4 and thinking about their business. This might require some encouragement to think about their business in this way.



How is YOUR Business going to grow?



**Slide 8****Conclusion and Feedback**

Consider what you have done – Have you met the AIMS of the course?

Open the group to ask questions and provide feedback

Was the information useful and at the right level

**Thank everybody for coming – Encourage the group to network and share contact numbers or emails (if appropriate) and to keep in touch.**

