

SMME Clinic Community Building

Anton Ressel

Developing Your Business Strategy

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SMME CLINIC
Practical Business Remedies

Anton Ressel - Business Strategy Consultant/ Facilitator / Mentor / Coach

Anton has more than 20 years' experience as an entrepreneur, training facilitator, business developer, consultant and mentor in the SME sector.

He is a published writer and was the entrepreneurial specialist for Fin24 for several years.

Lead Coach for the SAB Foundation Social Innovation & Disability Empowerment Awards

Entrepreneur in Residence for the FNB SEIL programme and has worked with Fetola for 17 years.



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FOUR STEPS TO FORTUNE

1. Build a strong vision of success (business, individual)
2. Plan for a Long Business Life (100 years)
3. Prepare for growth (replicable systems)
4. Create access to Resources (finance, Skills, Markets)

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ARE YOU PREPARED FOR THE FUTURE?

Vision Setting – Do you have a clear, inspirational Vision for your Business future?
Is this aligned to your personal purpose or life quest?

Strategic Plan – are you clear on what you have to get right to achieve success?

Focused Actions - Do you have a prioritised set of actions to help achieve your **Vision**?

Goal Setting – Do you have SMART goals that break this into small steps and enable you to track your performance?

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KEY PERFORMANCE INDICATORS (KPI's)

STRATEGIC OBJECTIVES

FOUR PILLARS

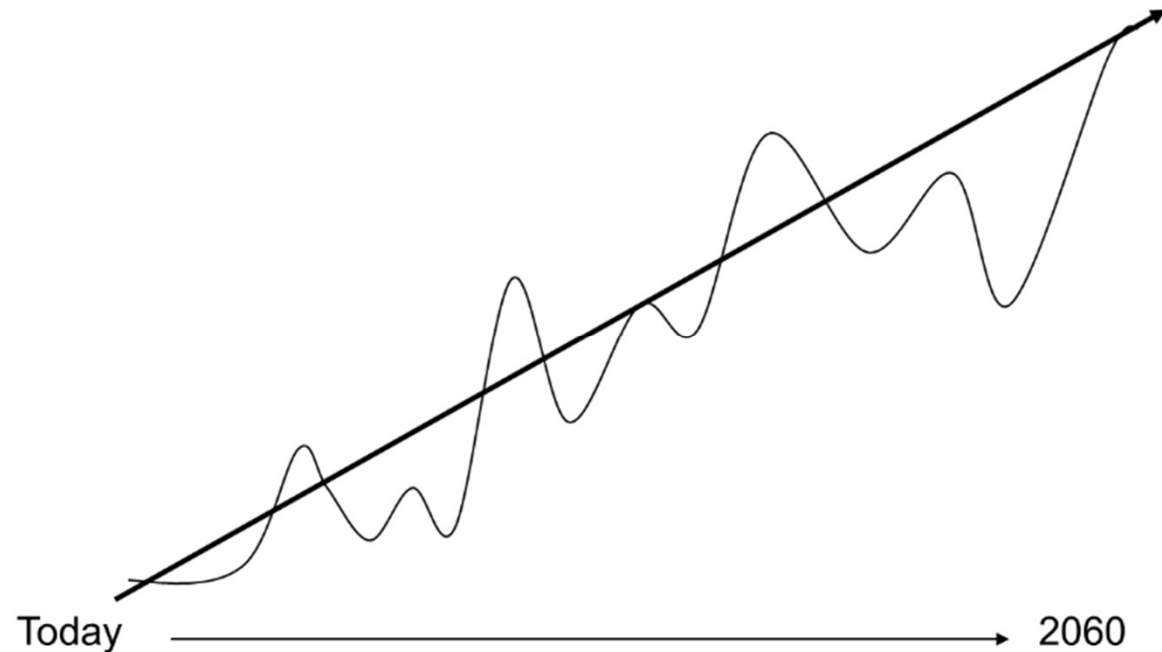
VISION



It Starts with a Vision

“In order to succeed you must have long term vision. No organisation or individual that has become successful has done so with short term focus”

Anthony Robbins



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Crafting Your Vision Statement

- **VISION:** The desired future state (or ‘Top of the Mountain’) that the business is striving to create.
- A short inspiring statement of a desired future (Usually unreachable, but not outrageous) e.g.:

“Changing lives for the better, forever”

“To go beyond the norm and leave a lasting legacy in our community”

“To change the way that the world views Africa, and Africa views the world”

“Making it okay to be different”

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The Four Pillars



TASK:
Come up with a
definition of Mastery
for each of the Four
Pillars

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SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development

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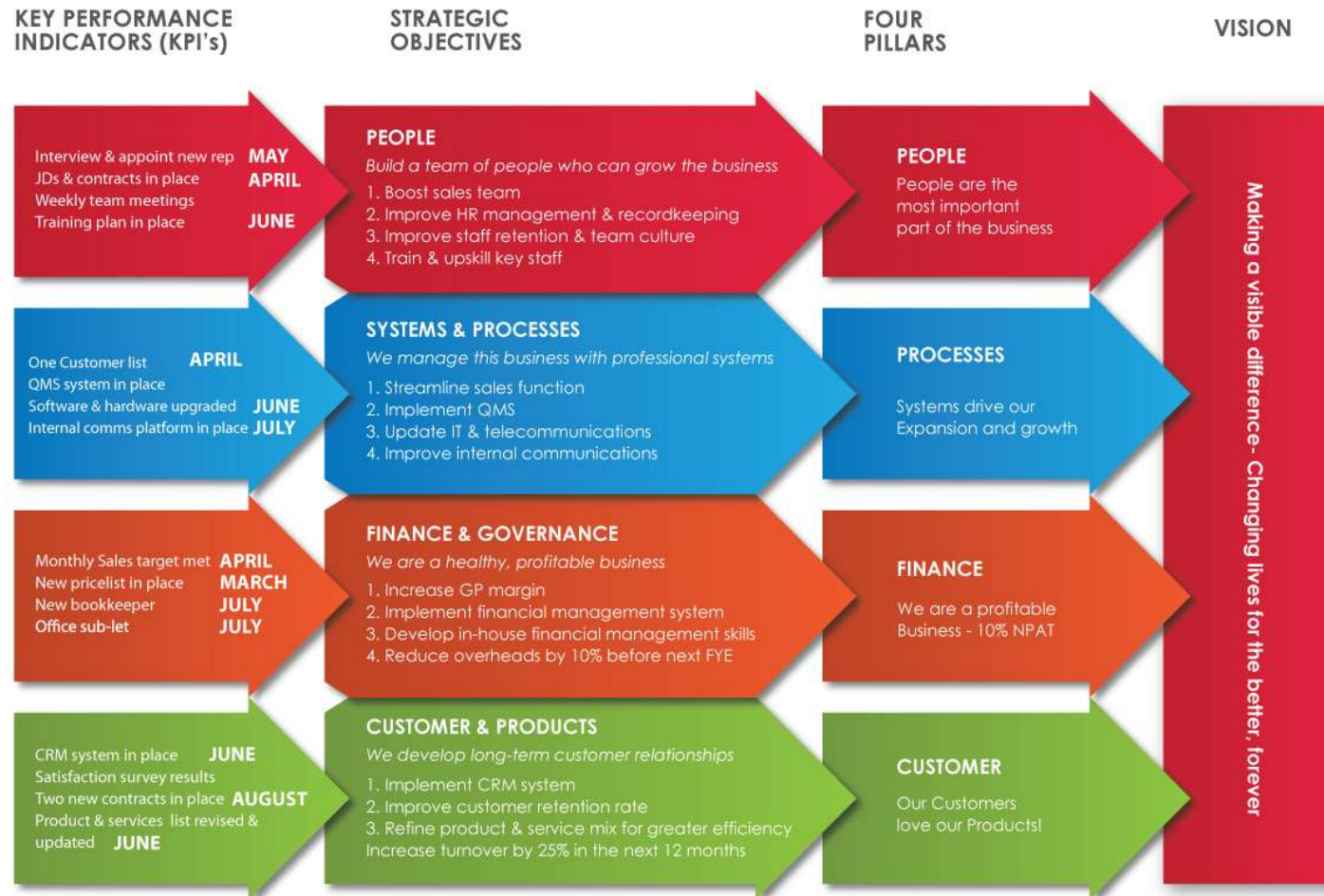


medihelp
Medical Aid in Action



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STRATEGY

- IS A FANCY WORD -

FOR COMING UP WITH

a long-term plan and

PUTTING IT INTO ACTION

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Strategic Actions or Objectives

- This is where 'the rubber hits the road'
- What do we need **to do** to achieve our Vision?
- What specific actions do we need to achieve this?
- Are these clearly defined and prioritized.



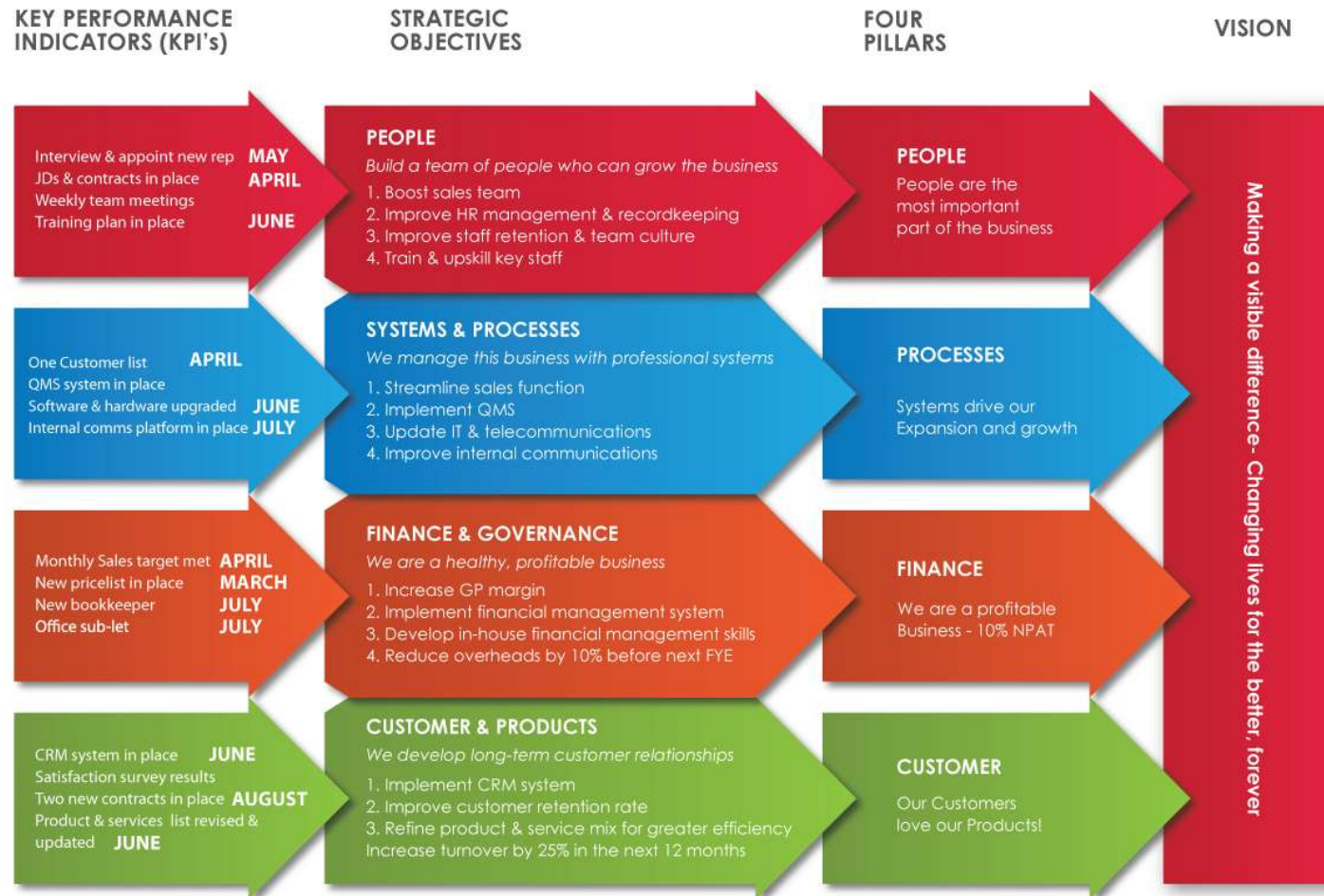
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Key performance Indicators (KPIs)

- KPI's are the smaller steps we need to take to implement our Strategic Objectives
- KPI's help keep us (and our team) on track, and tell us if we are headed in the right direction
- Like all **SMART** goals, KPIs should state a spec time period by which they will be achieved – and by whom



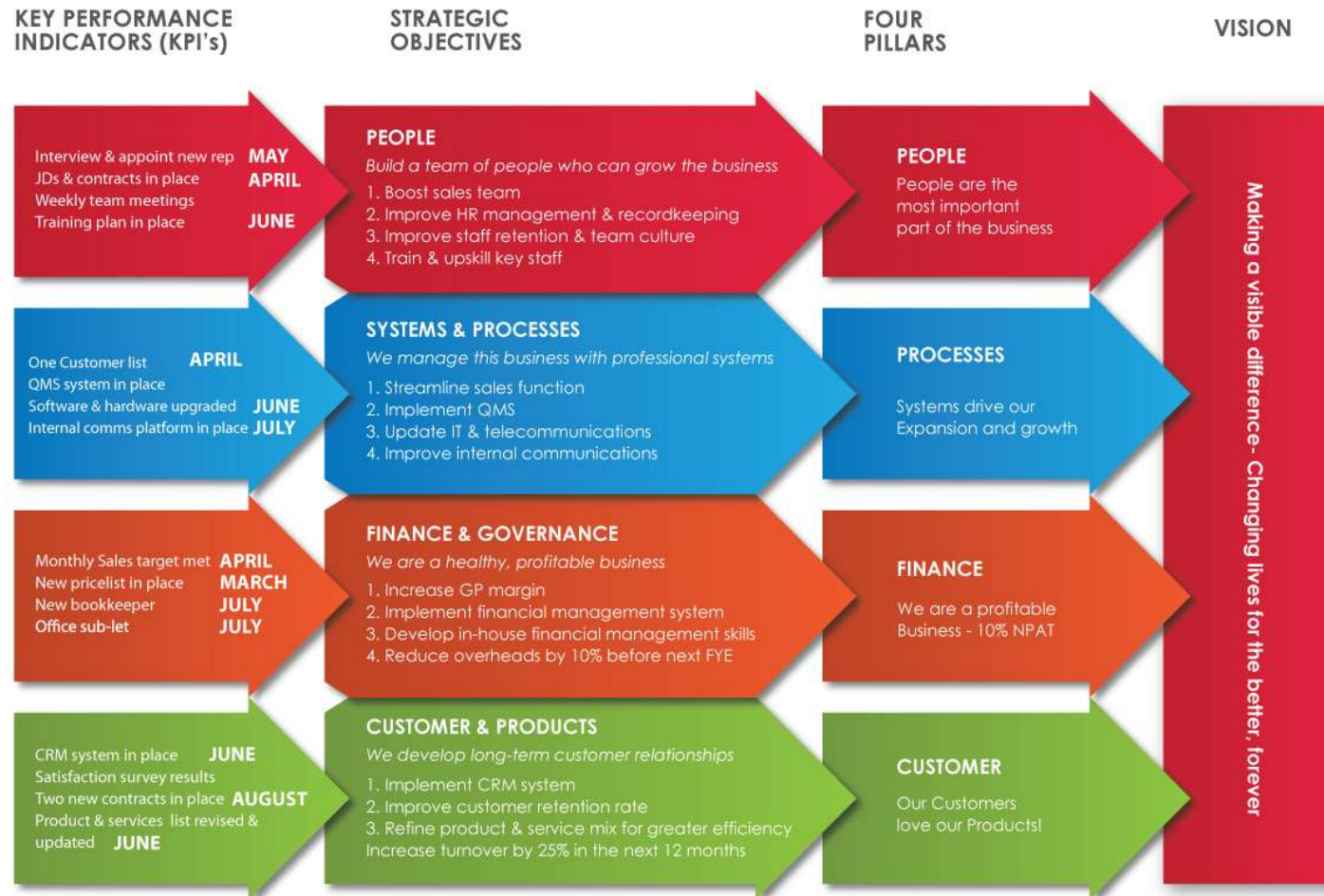
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Putting it all Together



- **Vision Setting** – Do you have a clear, inspirational Vision for your Business future?
 - Is this aligned to your personal purpose or life quest?
- **Business Plan** – are you clear on what you have to get right to achieve success?
- **Focussed Actions** - Do you have a prioritised action plan to help achieve your Vision?
- **Goal Setting** – Do you have SMART goals that break this into steps and enable you to track your performance?

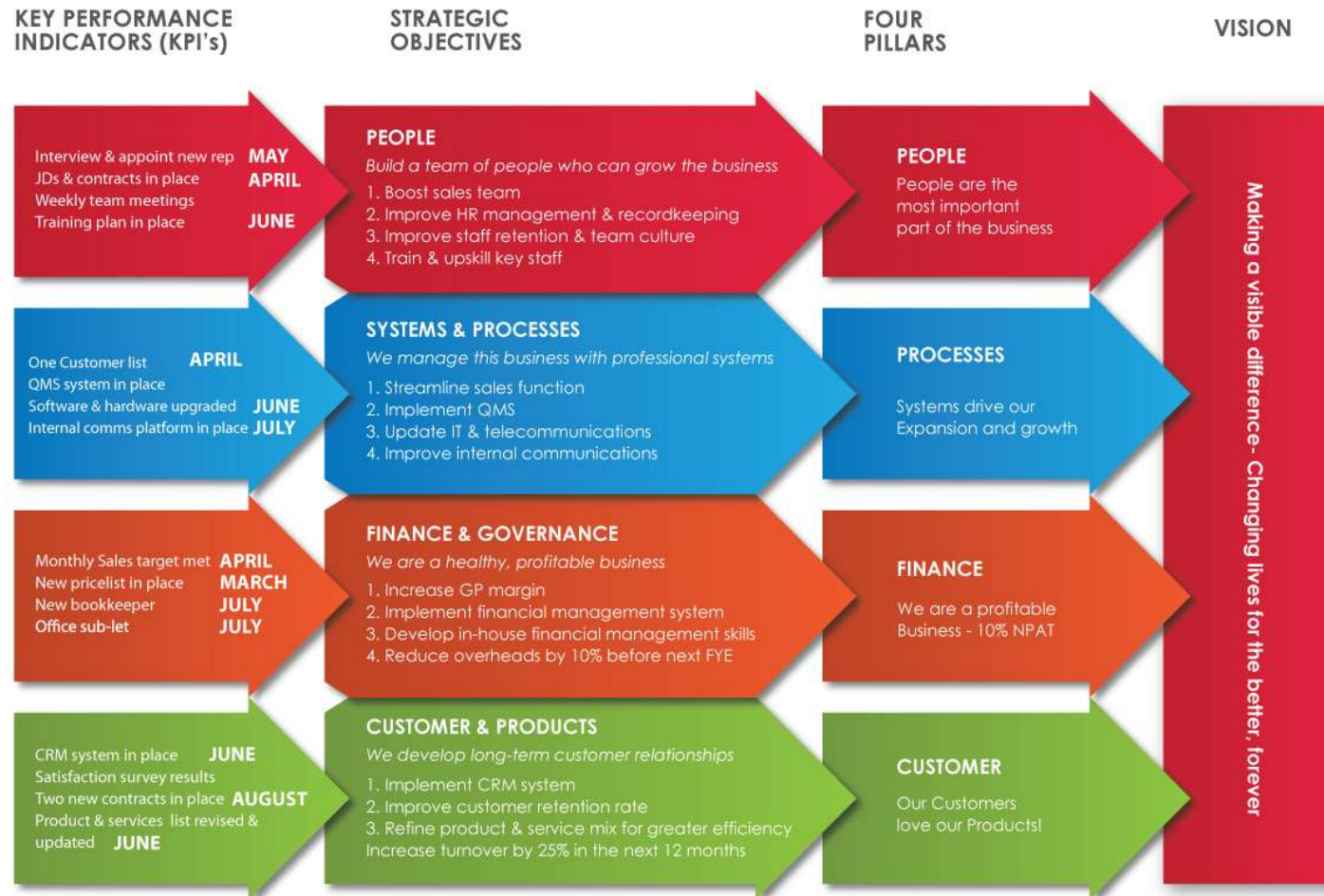
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Thank You



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