



BUSINESS NAVIGATOR

A framework
for strategic action

SHORT



BUSINESS NAVIGATOR PROGRAMME

Avoid operational firefighting and focus your business resources in the areas where you can be more successful.

Developing a business plan involves a collaborative process that builds strategic thinking and ultimately clarifies purpose and enables improved business decisions across the management team.

Our short Business Navigator programme will help you and your company to develop a simple and practical business plan that engages your team and enables you to achieve your growth ambitions. Built around the recognised business model canvas, real life case studies and customised growth benchmarking plans, this 8-week online programme will help your team articulate and codify business objectives and strategy.

Who should apply?

This is a team programme suitable for up to 3 Senior members of ambitious SME's focused on export growth strategies.

Design and Implement your business strategy by identifying your:

- Strategic Accelerators and Inhibitors to Growth
- Future Ambitions and Plans
- Approach to your Exporting Sales & Marketing Activity
- COVID / Post-COVID vulnerabilities and opportunities
- Response to Brexit Challenges

Programme Overview

The programme is delivered online over 8 weeks and includes:



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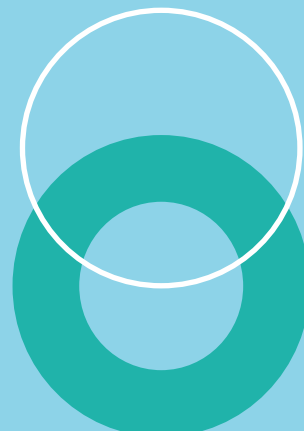
Programme Outcomes

On completing this programme you will have:

Produced and implemented a practical business plan to deliver business growth.

Established internal processes to communicate the business plan to key stakeholders within the business.

Developed the confidence and capability to further adapt the plan to address changing market needs.



Programme Structure



Week	Pre-work	Virtual Masterclass	Support
1	Strategic Planning Benchmarking		
2		Introduction & Financial Planning (3 hours)	
3	Market Analysis/ Financial Planning		30 min support Virtual Meeting 1:1
4		Customer targets & value propositions (2.5 hours)	
5	Value Proposition Development/ Customer profiles		30 min support Virtual Meeting 1:1
5		Operations & Risk Management (2.5 hours)	
7	Business Plan Iteration & presentation /Feedback		30 min support Virtual Meeting 1:1
8		Presenting your Business Plan 1:1 (1 hour)	

Our Partner



The programme is delivered by Shaping Business Ltd who have worked with hundreds of Irish SMEs on developing successful strategic growth plans and implementing market entry strategies. The delivery team is led by Shaping Business Growth Advisor and Managing Director, Ray Clarke.

Fees

Companies pay €300, which allows you to bring up to 3 participants on the programme which we strongly encourage. Please note that participation on each programme is limited to 12 companies

How to Apply

The programme will run throughout the year, delivered online. You can check the schedule of programme launch dates and apply online at **Business Navigator Programme | eiLearn**

Programme Team

For more information about **Business Navigator** please contact:



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