



PLANNING FOR THE YEAR

WITH ADRIAN BROWN

www.signalbizhub.org

Organising For Success

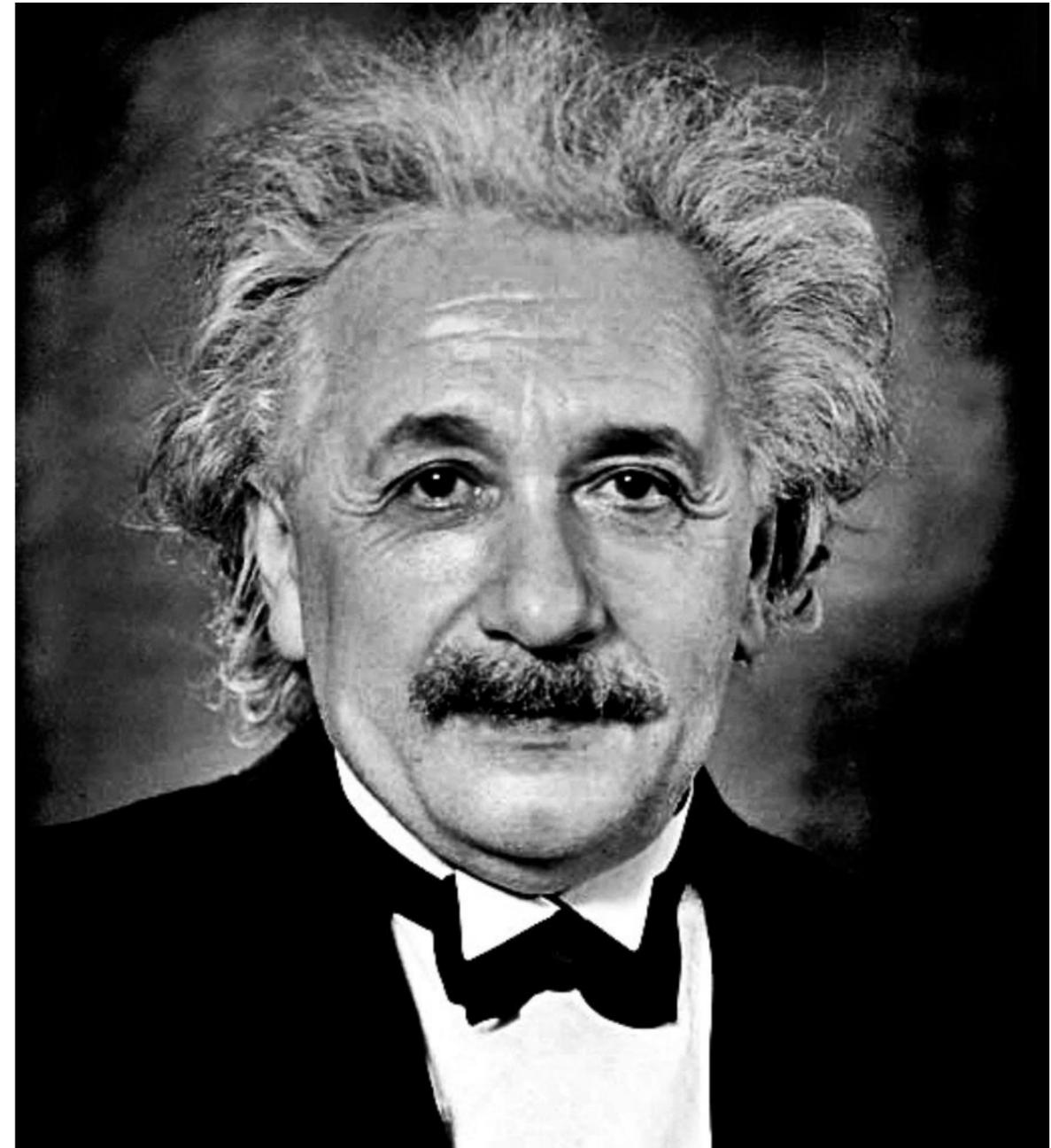
Turning a good idea into an action plan that succeeds

Adrian Brown



Insanity

**Repeating the same thing
over and over again
each time hoping
for a different result!**



It Starts With An Idea!

- Start with your B.H.A.G
- Create the environment
- Identify the resources
- Set out your plan
- Workshop - Organising for success



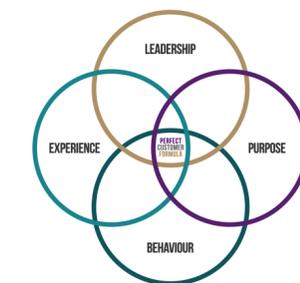
Current Reality

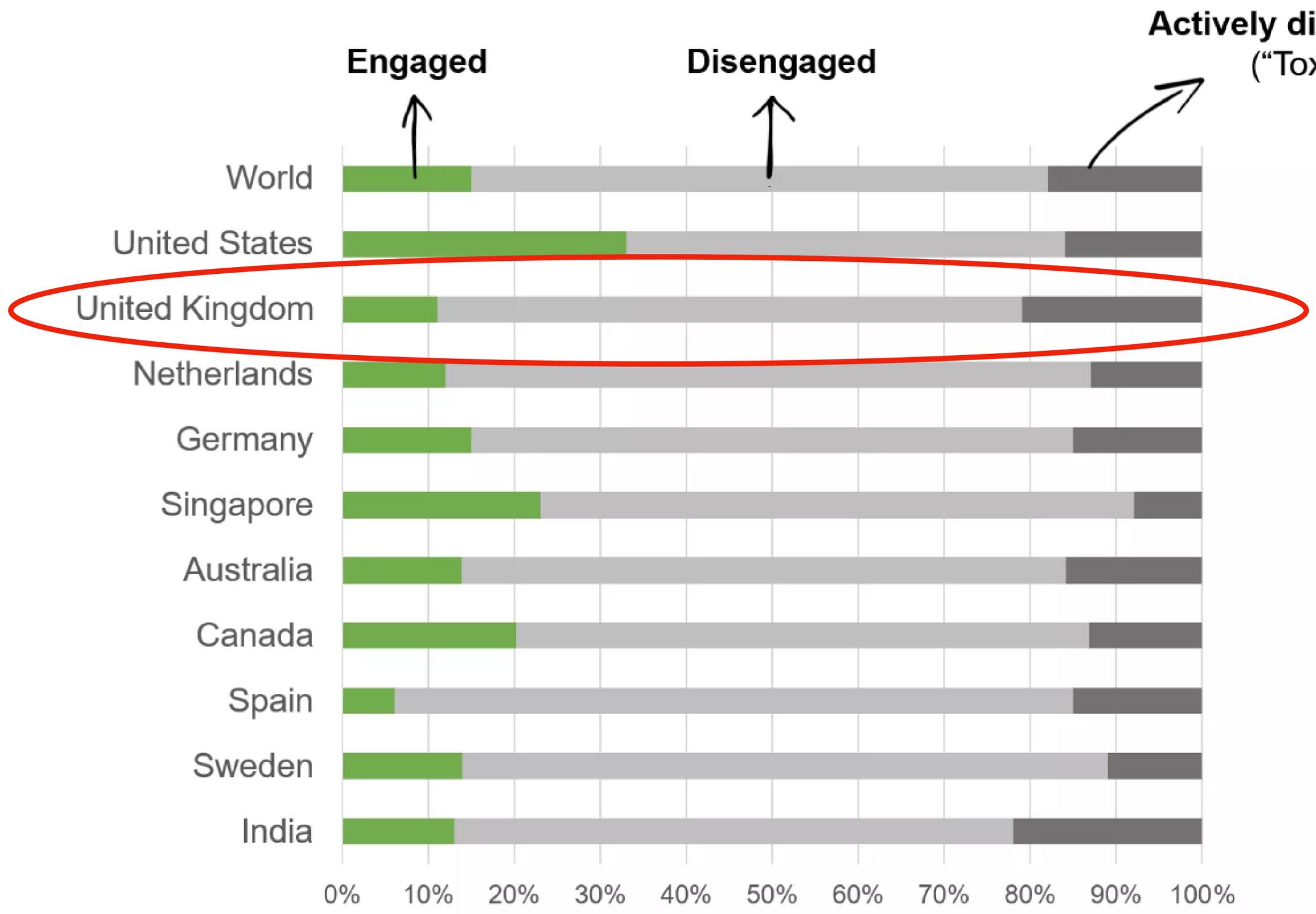
Private sector businesses in the UK by number of employees, 2017

	Businesses <i>1000s</i>	Employment <i>1000s</i>	Turnover <i>£ billions</i>	Businesses <i>%</i>	Employment <i>%</i>	Turnover <i>%</i>
No employees	4,328	4,697	272	76%	18%	7%
SMEs (0-250 employees)	5,687	16,147	1,905	99.9%	60%	51%
<i>Of which:</i> Micro (0-9 employees)	5,445	8,790	824	96%	33%	22%
Small (10-49 employees)	208	4,059	540	4%	15%	14%
Medium (50-249 employees)	34	3,297	541	1%	12%	14%
Large (250+ employees)	7	10,576	1,834	0%	40%	49%
<i>Total, all businesses</i>	<i>5,695</i>	<i>26,723</i>	<i>3,739</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>

Source: BIS, Business Population Estimates,

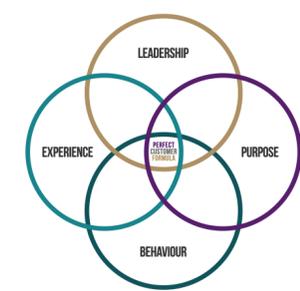
Notes: Data relates to the start of 2016, Numbers rounded to the nearest 1000





source: Gallup

**CORPORATE
REBELS**



Our Reality

- **96% of businesses employ less than 10 people**
- **From redundancy, failures, change of values/purpose**
- **Loss of working structure**
- **Reduced guidance, support, training**
- **Need connection**



Technician Entrepreneurs

- **Skill, talent or passion**
- **Rarely have people management skills**
- **Niche tech skills**
- **Not generalists**
- **Family businesses**
- **Virgin entrepreneurs**



Traps to avoid

- **Copying other people**
- **Choosing the easy path**
- **Believe the myth of NOT planning**
- **Rushing without appreciation of progress**



Background

- **7 Years with Burroughs & Unisys - UK, Australia, Europe - *Culture***
- **2 Years Consulting - UK, Sweden, USA, Spain - *Transformative***
- **10 Years Boutique Hotel - *High Tech vs High Touch***
- **10 Years Beauty Salons & Spas - UK, Spain, Canada, Mexico - *Strategy***





STOP

PAUSE

BREATHE

CONTINUE

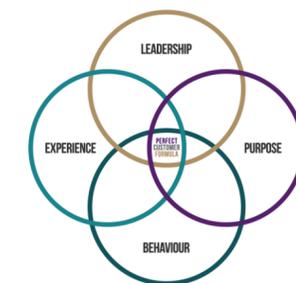


My Challenge

- **Improve SME success rate**
- **Improve Mental Health for entrepreneurs**
- **Create a robust and sustainable SME economy**
- **Improve mindset, better resources, more collaboration**



Starts with Leadership



NICE Leadership

- **Nurture Talent**
- **Inspire innovation**
- **Challenge contribution**
- **Empower to step-up**

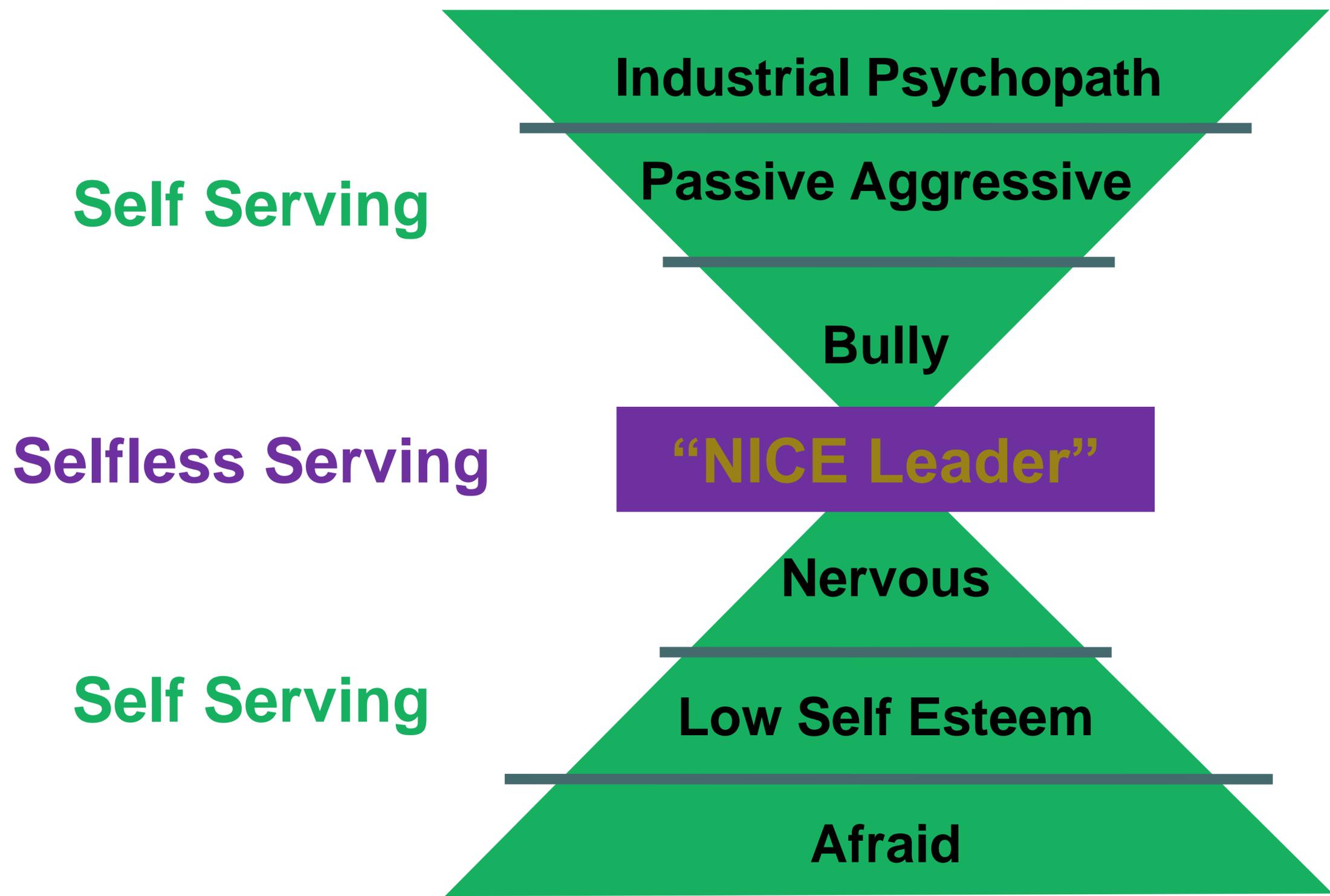
N - Nurturing

I - Inspiring

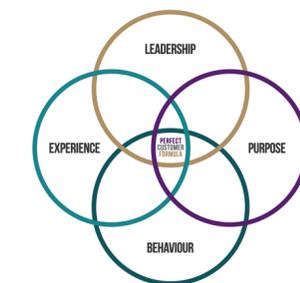
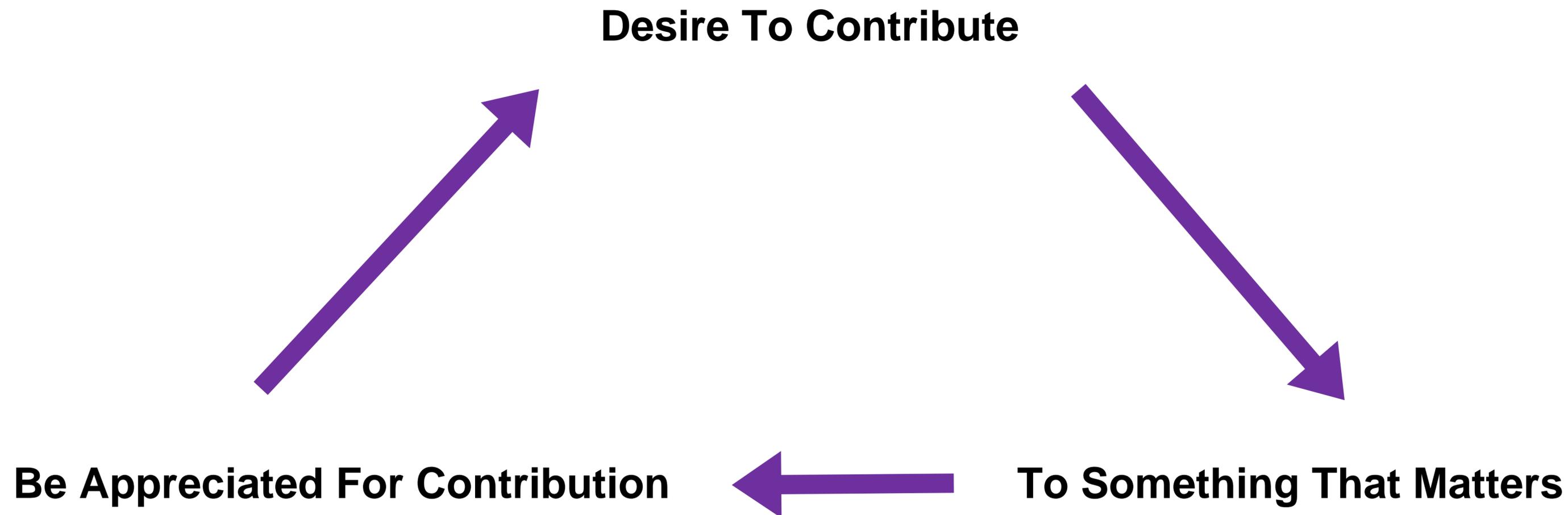
C - Challenging

E - Empowering





Natural Law of People



Resources

- **Monday Facebook Live 6.30am [facebook.com/Foundations4Growth/](https://www.facebook.com/Foundations4Growth/)**
- **Public speaking**
- **Business Breakthrough calls**
- **Accountability coaching**
- **Strategy consulting**
- **Transformative coaching**



My Vision

- **Economy of robust businesses built on solid foundations**
- **Empowered individuals who feel valued**
- **Resilient, sustainable, innovative SME Sector**
- **Connected communities**



NICE Environment

An environment that **promotes** the growth of healthy elements

and

inhibits the growth of unhealthy elements



Contribution Environment

- **The whole - greater than the sum of all parts**
- **Hierarchy determined by contribution**
- **NICE mindset**
- **Creative, innovative culture**
- **Enable the Natural Law Of People**



What you must start with

- Clear powerful **purpose**
- Bold **vision** - W.I.I.F.T
- Robust **values**
- Defined **roles**

Define
Your
Playing Field



The Point of Purpose

- **WHY**
- **WHO**
- **WHAT**

B.H.A.G



The Value of Vision

- **THE OUTCOME**
- **THE PATH**
- **THE RESOURCES**



The Power of Values

- **HOW**
- **WHAT MATTERS**
- **HOW OFTEN**



Foundations Steps

- Who is your business **FOR?**
- What does it **DO** for them?
- Why are you doing it - for **YOU?**
- **TYPE** of business
- Knowing your **BARRIERS**



Customer Centric

- **The outcome for your customer**
- **The transformation you provide**
- **The value you deliver**
- **Their “conversation” about you - Known For, Seen As**
- **Nurturing processes at every step**



Resources

- **Drivers – customer experience, skill matrix, finances**
- **People, systems, processes, cash**
- **Timescales, interdependencies**
- **You and your abilities**



Business structures

- **Marketing Strategy**
- **Sales Strategy**
- **Operations Strategy**
- **Finance Strategy**
- **Talent Strategy**



Measurement

- **Simple effective measures**
- **Lead to action**
- **Consistent**
- **Process and results**



In conclusion

- **Organizing for success is a process not an event**
- **Transformative – in service of your goals**
- **Take the time required**
- **Seek out help and support**
- **Celebrate your progress**



Exercise to follow after the break

