

COURSE 1 CREATING IMPACTFUL GROWTH PLANS FOR SMALL BUSINESS CLIENTS

This course will guide participants in developing a Growth Plan (or Development Plan) for a SMME. Covering both the improvement of business processes and competencies of the entrepreneur or owner-manager you will learn how to create and use a Growth Plan to achieve impact.

Short Course Facilitator

Carel Venter

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Session 1 Key factors determining business success

- Entrepreneurial motivation
- Understanding the client as an individual: his/her experiences, traits & qualities
- Cohesion and productivity in a well-functioning team
- Effectiveness and efficiency of internal business processes
- The Business Model: positioning the business within the external market environment

Session 2 Assessment to identify strengths & areas for improvement

- Information sources for assessment
- Assessment tools and the use of financial information
- Interpretation of information from sources and tools
- Using client input to identify realistic priority areas for improvement and strengths to build on

Session 3 Planning & scoping of interventions for ongoing improvement

- Types of interventions and modes of support
- Scoping of- and budgeting for interventions
- Shaping of interventions based on assessment, interpretation and client input
- Creating monitoring and evaluation loops for ongoing improvement and reporting

Session 4 Compiling a Growth Plan for Enterprise and Supplier Development Interventions

- Managing participation by the Sponsor and Beneficiary in compiling a Growth Plan
- Clarifying roles, responsibilities and expectations of sponsor, beneficiary and service providers
- Defining outcomes and time-frames for implementation by service providers
- Achieving agreement on implementation, monitoring, evaluation and reporting framework