

# OVERVIEW OF A BUSINESS PLAN

## VISIONS, VALUES AND GOALS

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Q:

WHY DO I NEED A BUSINESS  
PLAN ?

A:

TO GET RID OF THE 'NOISE'  
AND TO DETERMINE, AND  
BETTER FOCUS ON, YOUR  
PRIORITIES IN A STRUCTURED,  
RESULTS - ORIENTED FASHION

# MINIMISING YOUR RISK BY FINE TUNING YOUR BUSINESS PLAN

## UNIQUE VALUE PROPOSITION

- BARRIER TO ENTRY
- WHO YOU ARE
- WHAT YOU DO
- UNIQUE SERVICES PROVIDER



# MINIMISING YOUR RISK BY FINE TUNING YOUR BUSINESS PLAN

- Do you have the relevant experience to manage this business?
- Are you comfortable with the need to make money?
- Are you willing to take financial risks?
- Can you afford to take responsibility for running a practice?



# I HAVE A DREAM.....



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## VISION

A Vision Statement describes the desired future position of the company

## MISSION

A Mission Statement defines the company's business, its objectives and its approach to reach those objectives



# VISION AND MISSION

Elements of Mission and Vision Statements are often combined to provide a statement of the business's purposes, goals and values. However, sometimes the two terms are used interchangeably.



Clearly identify the corporate culture, values, strategy and view of the future



Address the commitment your business has to its key stakeholders, including customers, employees, shareholders and communities



Ensure that the objectives are measurable, the approach is actionable, and the vision is achievable

# GOAL SETTING

Take your vision and break it down to setting specific goals you want to achieve for your business

# GOALS & OBJECTIVES



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# DEVELOP A FORMAL BUSINESS PLAN

- Financial Plan
- Operational Plan
- Practice Implementation or development



# MAXIMISING PRACTICE PROFITABILITY BUSINESS PLANNING

HR Management  
22%

Financial Management  
22%

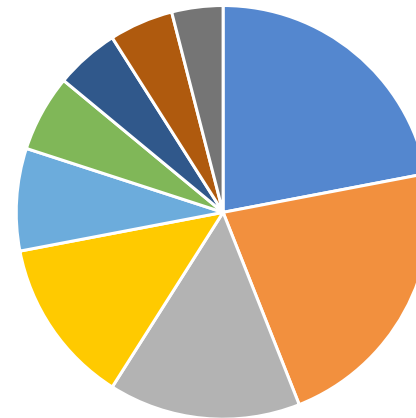
Operational Management  
15%

Compliance  
13%

IT  
8%

Professional Responsibilities  
6%

Planning & Marketing  
5%



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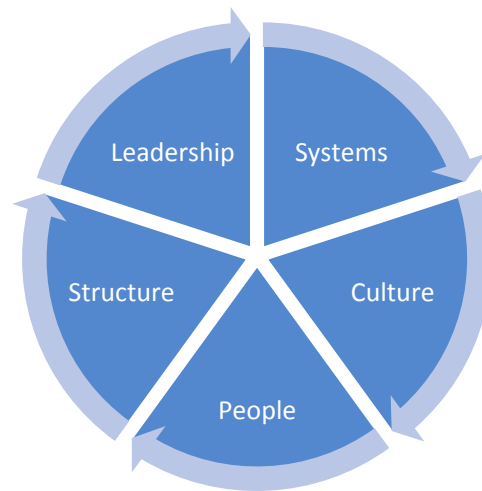
# SUPPORT

Build a Team of Trusted Advisors with Healthcare  
experience.

- Business Advisor
- Accountant
- Legal Advisor
- Financial Specialist
- Insurance Broker
- Designer / Builder
- Medical Marketing Specialist



# MAXIMISING PRACTICE PROFITABILITY BUSINESS PLANNING



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# FUTURE CONSIDERATIONS

- Should we expand?
- Training and development of your staff
- Partner with someone who will also invest in you





## MINIMISING YOUR RISK BY FINE TUNING YOUR BUSINESS PLAN

### LET'S GET THE BALL ROLLING!

Special conference offer –

A complimentary online chat, which will give you clarity around the areas which can be developed in your business

We'd love to work with you to take your business to the next level

Contact us and start your business reset

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The logo for Hanya Oversby features a stylized, light blue cursive signature 'h' above the name 'HANYA OVERSBY' in a clean, black, sans-serif, all-caps font.

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# THANK YOU

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