

# TLC TRAINING NEWS

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## DEVELOPING YOUR BUSINESS - HAVING A PLAN

### Your business plan

Small business operations commence every day, and many close every day. What makes the difference between those which continue to operate as a small business, and indeed those which grow and enter a phase to become a very viable business concern.



A well developed business plan, which demonstrates thorough research and knowledge of the marketplace is one of the key factors on the road to success.

Understanding the target audience and the nature of the market for the products and services you are considering in your business are research points which assist the new operator to focus the direction of the business plan.

“In simple terms”, says Catherine Logue “A business plan is a map. It shows where you are, where you are heading and how you will reach your destination. The business operator may improvise along the way but the basic direction is still clear. Every plan is subject to change but often for reasons that are out of your control, such as international trends or new technology. Planning is essential, certainly to make a profit. Hoping that the figures balance out at the end of the first year, and the results are financially worthwhile is not enough.”

Taking a helicopter view, so you can see the whole picture, makes it possible to develop a structure to position your business and establish the direction to project the business towards its vision and goals.

With businesses undergoing constant change and development of new initiatives, those that don't plan do not identify opportunities, strategise for threats, or even create a competitive edge for their operation. Generally those who do not plan get left behind by their competitors.

The 3 areas of focus are:

- Where are you now?
- Where do you want to be?
- How will you get there?

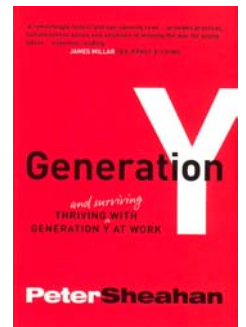
The business plan gives you the picture or story book about the operation, a clear description of business, the market in which the business is going to operate and an analysis of the whole concept. It maps out the goals and business objectives, providing the operator and their team with short and long term targets. The goals of the business need to be SMART goals = specific, measurable, achievable, realistic and timely.

The Business plan workshop is offered to new and potential business operators, or can be undertaken as part of the Diploma studies for business operators with the desire to commence their own venture.

Phone the office on 82270310, or check our website [www.trainingforlearning.com](http://www.trainingforlearning.com)

## BOOK REVIEW

A great book for business operators who have Gen Y team members, and would like to learn a little more about their lifestyle their passions, their values and their work ethic.



Peter Sheahan has written an easy to read text about this tech savvy, street smart, informal group of people who think and behave differently to the older generations with whom they work and live.

The book presents the Generation Y information in 4 parts:

- 📖 Understanding Generation Y
- 📖 Attracting Generation Y
- 📖 Managing Generation Y
- 📖 Retaining Generation Y

Peter is a Generation Yer, and he presents the information in a frank, honest and eye-opening manner that provides a deep look into the generation that is developing as our future leaders and entrepreneurs.

The book provides an executive summary at the end of each chapter, making the learning adaptable and easy to use.

## OUR LATEST TRAINING COURSES

### Baby Boomers, Gen X & Gen Y - How we communicate

This course looks at the characteristics of the current generations in the workforce, enables participants to identify what matters to each generation and establish effective strategies to communicate with each other. This course will assist managers, supervisors and colleagues who are working in multi-generational workplaces. This course looks at the benefits diversity offers, how generational differences can be bridged and how the communication process can be more effective and harmonious. Some of the topics include:

- Identifying the generational values
- Identify the benefits from the differences
- Strategies to bridge the differences

### Managing with Soul & Wisdom

Connect with your ability to thrive in the accelerating world of change and uncertainty. Develop your capacities as a supportive manager offering staff and customers leadership, using your depth of knowledge and wise counsel to achieve business outcomes, while maintaining a high energy workplace and team harmony. This course looks at strategies and applications for working in a world of change management and maximising self potential and the potential of the staff team. Topics such as

- Emotional side of business success
- Controlling negativity
- Investing in understanding before being understood
- Empathy and developing trust – get what you give
- Building stress immunity
- Valuing and managing diversity

### Games & Drama as Innovative Training Techniques

Participants will be able to develop games specific to their industry area, list and research the resources that best suit their training focus and experience. We cover ideas on how to develop game templates, and what can be used from our everyday experience without great expenditure.

Some of the topics included in the session are:

- ☆ Performance in training
- ☆ Activities to encourage involvement
- ☆ Using props & creative exercises
- ☆ Developing a resource toolbox

Each of these new programs are available as in-house training sessions for your staff professional development. Developing our skills and harnessing our abilities for today's working environment, can be the difference between average and exceptional business success.

If you would like to discuss the opportunity to provide one of these courses for your team, please give Catherine a call at TLC on phone 08 82270310.

## Write E-Mail That's Read!

### **a. Write a personal subject headline**

*if your name is not obvious, put your name in the subject line*

### **b. Be brief**

*get to the point and make your message clear & understandable*

### **c. Double Check Spelling**

*do not count on spell check to do the work for you, also make sure your grammar is correct*

### **d. When answering a question, include the question.**

*Sometimes people answer several questions, and without including the question, you may not have any idea what the answer refers to*

### **e. Calm down before you write**

*if you are angry, wait a while so you can be cool & collected*

### **f. Never use company e-mail for personal matters**

*this is not the place to discuss you love life or your latest bow*

### **g. No slang/acronyms**

*remember slang varies from generation to generation and is difficult for those who use English as their second language.*

There are more valuable ideas & strategies in Bill McCurry's book "It's your People ... Really!" or if you would like to email Bill contact him on [www.mcurryassociates.com](http://www.mcurryassociates.com) We still have some copies available at TLC, just phone the office 82270310 & we will happily forward your copy to you.

## Our Career Series Booklets

The series of 4 booklets covering the topics;

- Job Interviews
- Developing your Resume
- Writing Application Letters
- Preparing your Profile folder



These booklets have been written for the school leaver who is embarking on their first step in their professional career. The booklets include examples and ideas that assist the reader to make their move stand out from the crowd.

In the booklet, "Developing your Resume" there is a template to assist in the construction of a resume from scratch. Some vital tips to make the resume a easy-to-read document for the employer, and ensure that the applicant is considered as a potential candidate for the job role.

*For those busy people, who need to update or develop a resume and would like some personalised professional assistance, TLC offers a Career Support Service.*

*Phone Julie or Inta on 82270310 for an appointment. Our consultant will allow time to gather your details and target your desired area of interest in the development of your resume. We can also assist you in the writing of your application letter and those selection criteria applications that seem to take forever to develop.*