



# Strategies for Business Development



**Intermediate**

For experienced practitioners who have a sound understanding but would like to further improve their skills.



**3 CPD Hours**

## How to develop an Effective Business Plan

For a project or a business to be effective it is vital that a business plan is drafted to clearly define the objectives. These objectives can be short term or long term but should always include the key components of the project or business such as the key stakeholders, competitors, market trends and industrial intelligence. The basis of an effective business plan is not a complex process but is overlooked by many, resulting in a lack of clarity as to what the expected outcomes will be.

This session is designed to provide the tools and skills to increase the understanding of delegates as to what a good business plan requires and its associated business/client benefits.

## Course overview – topics will include

- A simple framework that is compatible with your firm's processes and reporting
- A clear set of goals for about 3 years
- A realistic assessment of your resources
- A realistic set of priorities of what you will do and when

## The process for developing you plan needs to identify

- What markets, sectors and clients you are targeting?
- What services and products you will be delivering?
- What is your operating model – how will it work?
- Why should they choose you?
- What are the forces driving change in the market or your client's world?



**Presenter – Kevin McCaffrey,**  
Associate Partner, EY

In a 3 hour session you will learn the skills needed to develop a simple but effective business plan using examples from professional services firms and commercial organisations.

Kevin has experience in building and leading professional services teams in NZ and Asia Pacific.

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Call **+64 9 300 1799** Email [cle@collaw.ac.nz](mailto:cle@collaw.ac.nz)

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