



Developing Business and Service Plans for a Competitive Future (Training Packages Series)

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This course, aimed at all LIS management staff who need to develop business plans, is designed as a modular two-day programme, with the flexibility to either deliver it complete, or as shorter sessions, each lasting from 30 to 90 minutes. The course contents for day one include: introduction and objectives; why bother with business/service planning; mission, vision, objectives and action plans; environmental analysis; the product/service mix; and managers and the team. Day two course contents include: review and preview; resource implications; revenue and expenditure forecasts; marketing implications; writing up the plan; action planning; and review and evaluation. An A4 ringbinder is accompanied by full trainer support materials including OHP originals and a delegate handout pack.

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