

Defining business objectives

The Long(ish) – term business objectives: What outcomes can your business achieve in the next 2-3 years? Define these by assuming success and asking “what will success look like to us?” Use input from people whose advice you and your financiers would value (eg via the Perception Survey), and present the results as just a few bullet points. Then define how you would measure these things – after all, you will need to know how you are travelling down the road to these objectives. This is the real “Important Stuff”.

And once you have these long term objectives quantified, then ask “If we are to have any chance of achieving these objectives, what are the **Critical Things we have to have in place in the next 6 months?** These are the things you must focus on in the near future, otherwise you won’t make it to the longer term! When you have these near and far objectives, it is easy to wordsmith some vision or mission statements.

If we are successful over 2-3 years, what specific outcomes will we achieve?	How will we measure that we have achieved them?
1 <i>Our Bama, especially young family members, are learning the traditional stories and culture from us</i>	<i>Each Artist has 1 Apprentice</i>
2 <i>The Artists are able to concentrate purely on the art and culture. Other people, preferably our young family members, are running the business, conducting the</i>	<i>(XYZ Business) has a paid Co-ordinator and a Trainee</i>
3 <i>We have our own Studio and Production Manager (preferably from our family) who turns our artwork into products like aprons, t-shirts, greeting cards, fabric</i>	<i>Studio & paid Production Manager</i>

In order to have any chance of reaching the 3 year outcomes, what critical things must we address in the next 6 months?
1 <i>Investigate funding options to provide materials and equipment, and perhaps a van for (XYZ Business)</i>
2 <i>Encourage family members to take an interest in (XYZ Business), look for Bama who are interested and willing and train them up</i>
3 <i>Speak with (Person X) about the funding she has available for our initial start-up materials</i>

<h1>(XYZ Business)</h1> <h2>Strategy Development</h2>	<p>Strengths</p> <ul style="list-style-type: none"> • We are experienced Artists, trained in a wide range of Art Forms • We are connected to our culture – with music, language, and singing, as well as our Art • We have the support of the Community Centre • We are mature and determined women with “Stickability” 	<p>Weaknesses</p> <ul style="list-style-type: none"> • We are older women, with some health issues • We prefer to conduct business close to our homes and do not wish to travel too far • We have a range of family commitments that sometimes must take priority over Art • We have a lack of facilities, equipment and transport
<p>Opportunities</p> <ul style="list-style-type: none"> • There are plenty of tourists in (Place A) and (Place B) • We are able to use the Community Centre as an outlet to sell our work • We can offer a wide range of products, from small price/high turnover items, through to big ticket items like Paintings • We are eligible for a wide range of funding as Senior, Female, Indigenous, Regional Artists with Disabilities 	<p>Using strengths to gain opportunities</p> <ul style="list-style-type: none"> • Apply for funding for a Co-ordinator, some equipment and facilities, and a van or bus • Use Monday as an Open Day at the Community Centre and invite Bama and members of the public to chat with the Beaders while they work • Have a Market Stall at (Place A) 	<p>Using opportunities to reverse weaknesses</p> <ul style="list-style-type: none"> • Train younger family members • Use our family commitments to promote (XYZ Business) to our family and encourage them • Have a rostering system for the Market Stall so each Artist gets time off • Apply for funding for transport • Bring family members to Beading, Art Class or the Market Stall to encourage them
<p>Threats, Hurdles & Restraints</p> <ul style="list-style-type: none"> • Jealousy and competition from Bama and Mainstream • Seasonal nature of tourism here in (Region A) • The Global financial crisis, swine flu and other factors mean there are less tourists with less money to spend 	<p>Using strengths to overcome threats</p> <ul style="list-style-type: none"> • Promote the cultural aspect of our work and our Art • The new smaller group gives us better access to (Place B) markets • Explore niche markets like NAIDOC week with schools, or the Black Market or Indigenous Arts Fair in (Place C) • School holiday cultural workshops at Resorts, singing & smoking ceremony at weddings – explore the range of our services 	<p>Managing risk where weaknesses & threats coincide</p> <ul style="list-style-type: none"> • Encourage open access to (XYZ Business) and allow others to join • Join the Friday Art Group as a way of networking and going mainstream • Plan a yearly cycle including funding applications, time off, and re-stocking during the wet season • Incorporate OH&S considerations to keep the artists healthy and strong – like proper height workbenches