

SMALL BUSINESS IS NOT EASY, BUT IT'S NOT ROCKET SCIENCE EITHER.

A great deal of strategic planning and decision making can be simplified, allowing a modest investment in time and resources to generate a lion's share of benefit for the business.

The *'Small Business Backpack'* is a one-day workshop delivering an integrated set of strategic decision-making tools. The Backpack equips entrepreneurs and small business owner-operators with simple, flexible tools for thinking about, researching and focusing their growing business.

The *'Small Business Backpack'* uses Simpler Business tools developed by long time Edgeware presenter Dr Ian Dover, based on 30 years of practical experience with startups and small businesses.

FEEDBACK FROM IAN DOVER'S WORKSHOPS:

"I found Ian Dover's tools invaluable. I have studied business and strategic planning at Masters level, but Ian's tools allowed me to simplify my 30

page business plan into one page and give me a strategic direction for the next three years."

Shelley Pisani

○ THE WORKSHOP

The workshop is a full-day experience, blending intensive instruction with time and tools for reflection and discussion. It is delivered informally and flexibly to suit the needs and capacities of participants. It is designed on four core principles:

1. **SIMPLIFY DECISION-MAKING**

“Everything points to the fact that the superior performance of the leading companies – measured by growth, return on sales, and liquidity – is attributable to simplicity and rigorous implementation: simple, realistic objectives and a high rate of realisation, achieved through simplicity in structures and procedures. The pattern recurs without exception in all functions of the business system... Adding complexity to cope with complexity is a seriously flawed approach”.

2. **SOLVE PROBLEMS CONSISTENTLY**

Define where you are NOW, envision WHERE you want to be, then use the tools to work continuously on HOW you want to get from the NOW to the WHERE.

3. **APPLY 80/20 THINKING**

80% of potential improvement comes from 20% of things you could do, so look for the short cut and be selective rather than exhaustive.

4. **UNDERSTAND CUSTOMER VALUE**

Customer value is not the same as customer satisfaction. How to create value for your customer that will help him/her become more successful.

INVESTMENT

\$440 (incl. GST)

*Fee includes workbook,
coffee and lunch.*

CONTACT

For more information contact:

Michael Doneman

michael@edgware.com.au

P. 3369 6897

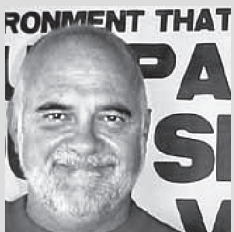
M. 0402 394 166

www.edgware.com.au

○ THE TOOLS

1. **A SIMPLE DECISION-MAKING FRAMEWORK:** Now-Where-How combined with the 80/20 Principle in a business environment.
2. **STRUCTURING INFORMATION ABOUT YOUR BUSINESS:** The Business Segmentation tools as a way of analysing information – Trends, Challenges & Implications for your business.
3. **A SIMPLE “PERCEPTION” SURVEY** as a means of obtaining comment from people whose input you would value.
4. **DEFINING LONG-TERM BUSINESS OBJECTIVES** and the critical things you will need to get done in the next few months. How to drive change in you and others.
5. **HOW TO DEFINE THE “ATTRACTIVENESS”** of your business’s product, customers and opportunities.
6. **THE KEY TOOLS FOR CREATIVE STRATEGY DEVELOPMENT** in startups and existing businesses – the Options for Growth + the Strategic SWOT involving personal & business attributes.
7. **TRANSLATING PLANNING OUTCOMES** to a single-page plan that is easy to communicate to others.

THE FACILITATOR



MICHAEL DONEMAN has a background in community cultural development which inspired developmental work in enterprise development, vocational education and training, and information technology. In the course of this activity he developed considerable expertise in informal education, the ‘just-in-time’ provision of skills, networks and interactions necessary to meet individual and community needs.

He is a longtime supporter of Denmark’s KaosPilots business school, and sits on the Advisory Board of KaosPilot International. Michael was a Senior Research Fellow at QUT from 2002–2005 and consults with the ATN University network’s new-Grad School on knowledge transfer and research commercialisation. He founded the Edgware model of entrepreneurship development in 2006.

SMALL BUSINESS BACKPACK A SAMPLER

STRUCTURING INFORMATION ABOUT MY BUSINESS

One of the main constraints in business decision-making is the lack of an ability to “structure” the information you have about your issues. By using a relatively simple approach to structure the information about your products and customers, good ways forward just seem to appear.

One of the simplest things to do is to prepare a Business Segmentation analysis to identify the “breadth and depth” of your business activities. You can use this to help plan your new business as it will force you to focus on which products to provide to what customers and you will “see the whole” of your business.

	CUSTOMER GROUPS	
Product Groups	A.	B.
1.		
2.		