



Business Resilience

Welcome to Country



House Keeping

-
- Platform Info
 - Ask Questions
 - Files are available
 - Session is being recorded
 - 40 min session 5 min Q&A x 2
-

Agenda - Part 1: Planning for the Future

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- Environment Scans
 - Product & Market Development
 - Backwards Planning
 - Marketing
 - Q&A
-

Agenda - Part 2: Development Activities

-
- Your Brand
 - Project Characteristics & Weighting
 - Sales Management Tools
 - Pitch Development
 - Prototyping
 - Q&A
-

Environment Scans



Things have changed

- PEST
- SWOT
- SWOT Action
- Competitor Mapping
- Market Gaps

PEST ANALYSIS

POLITICAL



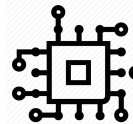
ECONOMIC



SOCIAL



TECHNOLOGICAL



SWOT ANALYSIS

STRENGTHS



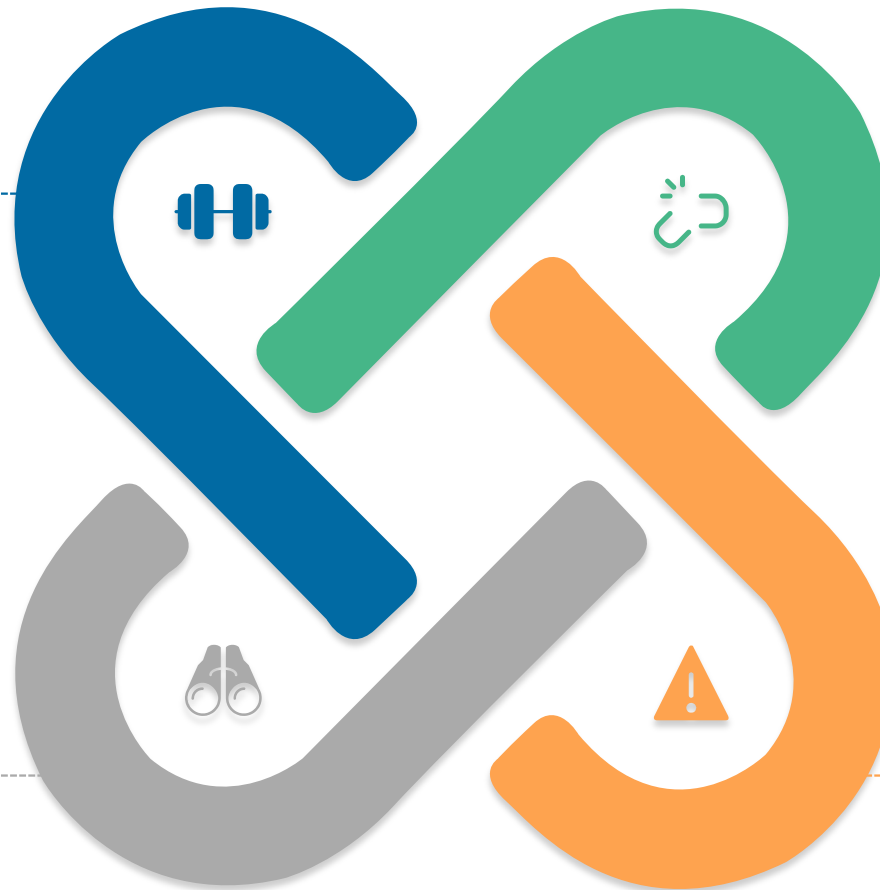
WEAKNESSES



OPPORTUNITIES



THREATS



SWOT ACTION

S+O =
Obvious Priorities

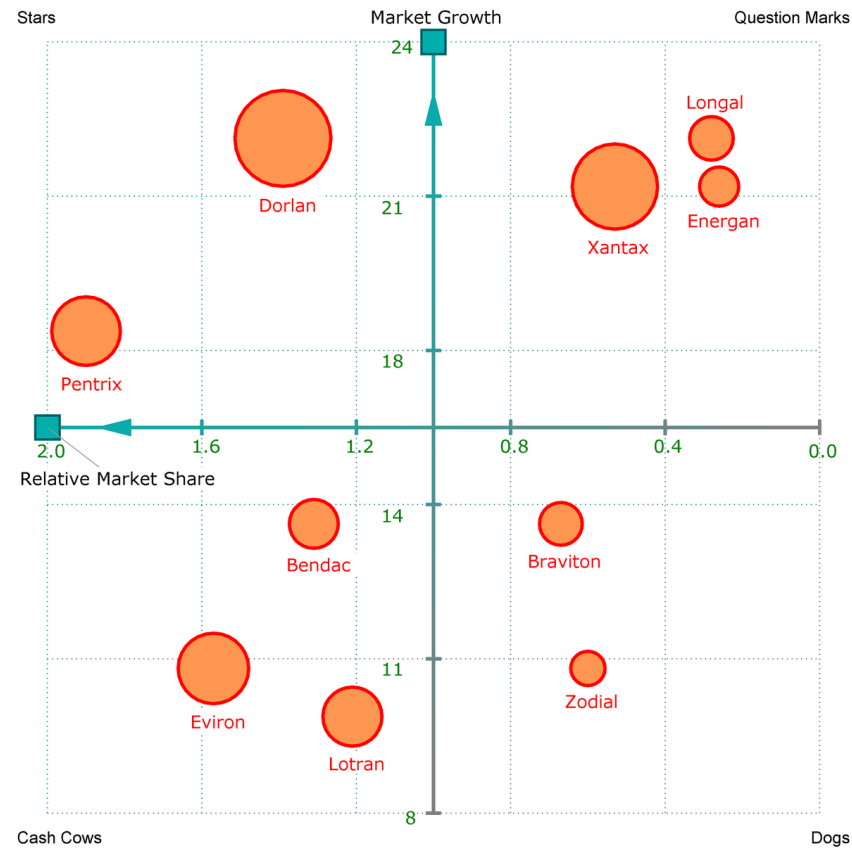
W+O =
Attractive Options

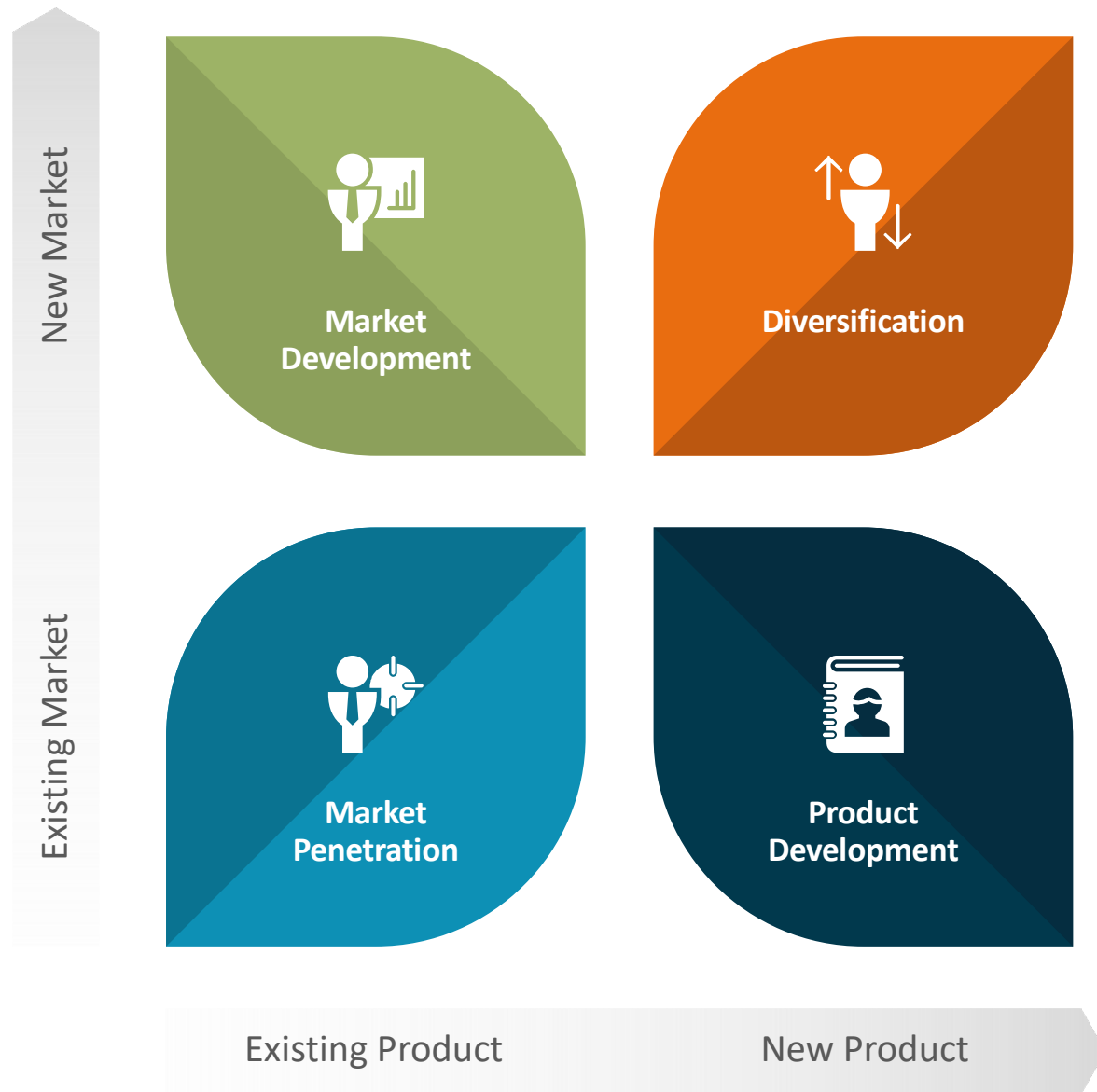
S+T =
Easily Defended

W+T =
High Risk



Competitor Map





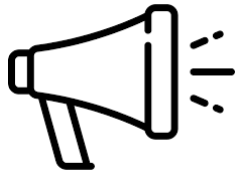
Backwards Planning



Test and Learn

- Product and Service Metrics
- Overheads and Resources
- Variable testing over time
- Simple model analysis

Marketing



Plan and Action

- Marketing Channels
- Target Audience
- Purpose & Intent
- Cadence
- Task Assignment
- Measure & Learn

Strategic Plans



Tell A Story

- Give the end away at the beginning
- History and background
- Market analysis
- The Big Idea
- Resources required
- Show that the numbers work

Q&A

What you do

Culture

Unique Proposition

Source of Authority

Project Characteristics

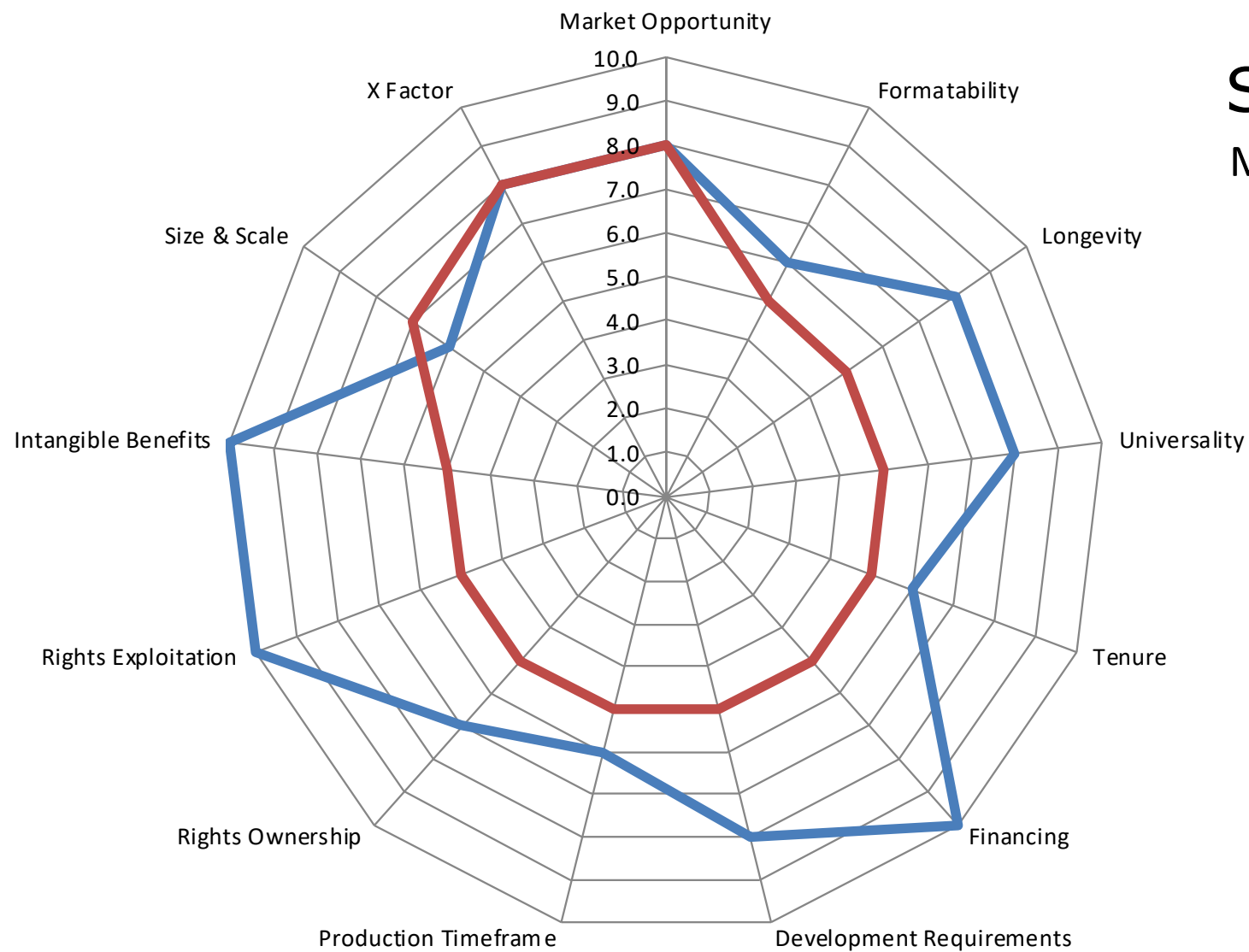


What do you want to do?

- Assessing project “fit”
- What is mandatory?
- Weighting priorities
- Mapping and Prioritising

Sample Project

Metascore: 77.7



Sales Management Tools



Hunting & Farming

- It's a numbers game
- Mapping your pipeline
- Building your database
- Stop things from falling between the cracks

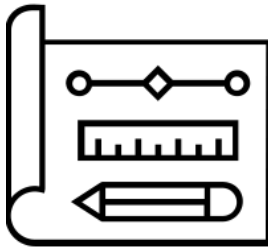
Pitch Development



Preparation

- What materials do you need?
- Research your audience
- Practice. Practice. Practice.
- Know your numbers
- Listen and learn

Prototyping



Ideate & Innovate

- Take the time to explore new ideas
- Understand the market

Q&A

Thank you

