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بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Implementation of Business Plans and Follow-up on Performance Evaluation

تنفيذ الخطط ومتابعة تقييم الاداء

19 - 23 March 2018

London / United Kingdom

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



## Introduction

A successful business plan is a document that conveys the exciting prospects and growth potential of your company. It might be best viewed as a selling document. It sells the business to potential financial and other backers.

On the other hand, inspiring someone to be their best is no easy task. Just how do you manage for optimum performance? How do you create a motivating environment that encourages people to go beyond their best?

This workshop will help participants master the basics of business plans and how to effectively follow-up on and evaluate performance.

## Objectives

**At the end of the workshop, the participants are able to:**

- Understand the need for planning
- Comprehend the process of writing a business plan
- Realize the importance of conducting timely regular performance reviews
- Practice the steps of conducting a proper follow-up and evaluation of performance.

## Who Should Attend?

All employees concerned with preparing and implementing business plans, those concerned with auditing business plans, sales and marketing staff, human resources staff, and all managers and supervisors who need to plan and evaluate the performance of their staff.

## Course Outline

### Day One

- Need for Planning
- The Process of Writing a Business Plan
- The Executive Summary

### Day Two

- The Company, Strategy, and Management Team
- Management and Organization
- The Market and Competitors
- The Product or Service

### Day Three

- Marketing and Sales
- The Financial Information
- Putting It All Together

### Day Four

- The Shared Management Model
- Setting Goals
- Phase I (Preparation)
- Phase II (Activation)

### Day Five

- Phase III (Ongoing Evaluation)
- Phase III (Formal Evaluation)
- Workshop Wrap-Up

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation slides and handouts
- Post-assessment

## Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

## Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

## Course Fees\*

- **3,950USD**  
*\*VAT is Excluded If Applicable*