

Converting Business Growth Opportunities into Reality

A PROCESS APPROACH TO ACHIEVE YOUR BUSINESS GROWTH GOALS

For many SMEs the work of developing business growth opportunities feels like just one more chore to squeeze into an already overcrowded day. It is often left in the too hard basket, as urgent priorities need attention.

A Business Growth Opportunity (BGOs) has the following characteristics:

- Uniqueness
- A lot of work
- Temporary resources and teams
- Risk
- Interaction with Stakeholders

A BGO is a "project". So why not apply proven project management processes and tools to realise the opportunity?

A PROJECT IS COMMONLY DEFINED AS:

"a temporary endeavour undertaken to create a unique product or service"

Here are a few simple things you can do.

THINK BY PHASES

Successful BGOs/projects are managed in phases.

- ① **Business Case Development.** *What outcomes could be expected from this project?*
- ② **Selection of Alternatives and Detail Planning.** *How could the outcome be achieved and what resources will be needed?*
- ③ **Implementation.** *Fulfilling the plans, controlling the use of resources.*

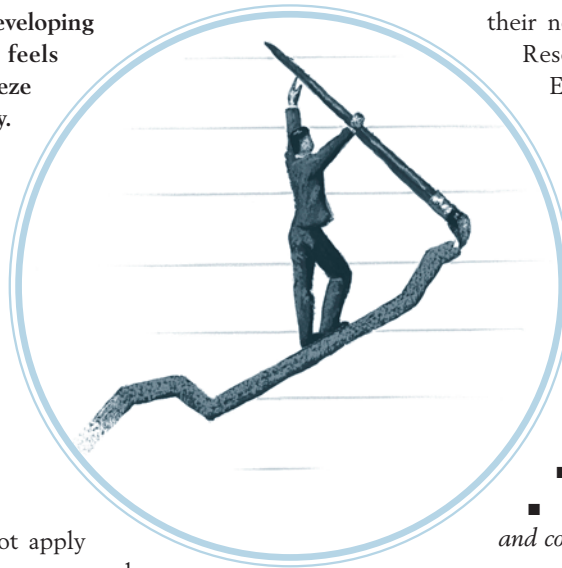
MANAGE THE FOUR CRITICAL ELEMENTS OF BGOs/PROJECTS

Manage Scope – what has to be in place, what work is required to plan and deliver the BGO?

Manage Resources – use appropriate resources, give clear instructions, monitor progress, measure results.

Manage Risk – identify and record all risk events. Develop contingency plans. Periodically review priorities and contingency plans.

Manage Stakeholders and the Project Team – identify stakeholders,



their needs and concerns. Enlist support. Resolve conflicts and form alliances. Ensure every team member recognises the same project goals and is working towards them. Share information.

THE BENEFITS

Thinking by Phases and Managing the Four Critical Elements will lead to:

- A realistic and "do-able" Project Plan
- Fewer hassles
- Achievement of project goals
- Added value from earlier completion and control of costs

PARTICIPATE IN A WORKSHOP

If you want to learn more about these proven processes and tools make sure you book into the workshop on Tuesday 28th May 9.00-12.00 entitled "Converting Business Growth Opportunities to Realities".

Presenter Profile

BOB HARTLEY, BH CONSULTING LIMITED

Bob Hartley has worked in manufacturing and processing industries as a metallurgical engineer both in New Zealand and overseas. He is an accredited Project Management Professional (PMP). He has a background in:

- Technical development
- Operations management
- Technology transfer
- Business Development
- Project management
- General management

The focus of his consulting work is assisting businesses in the front-end planning of business growth initiatives. He achieves this through the application of Project Management principles.