

Presented by:

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Episode 1 - Introduction and Alignment

This first episode is an introductory session of the Business Development program where Sarah and Chris share their insights on exactly what Business Development is all about. Business owners may consider this as an opportunity for reflection and a gateway to successfully establishing and/or growing their business. In many ways, this program is meant to enlighten business owners who might be experiencing struggles, setbacks or difficulty in running their business and give some ideas and structure around how to get their business on track.

Business Development is the term used to describe an ongoing process towards improving business planning. As a business owner, you will know it's a never ending task to seek opportunities for growth and work on the development of your business. The concept of a Business Development Program is to acquire an effective planning and review process that would include your goals in life, your role in the business, and the ultimate vision for the business.

A genuine business has a real market value that is not just solely owned and operated. It needs to be systemised and well-structured towards growth and development. Running a business requires a person to be disciplined enough to step out of the role of employee and implement policies and manage the procedures of the business. How to be effective takes knowledge, support and an understanding of the various facets of a good business plan.

The world is ever changing so as long as you're in business then the reality is you're going to have to keep adjusting and fine tuning your plans with the understanding that some things will work and some things won't.

Business Development is not just about sales or revenue or having an enterprise. This series will outline the key aspects of good business planning that should be considered by all those looking to own and run a genuine and successful business.