

HOW TO PLAN WHEN YOU **HATE** PLANNING

Written business plans are a good way of pressure testing your objectives and communicating them to your team. And once they are in front of you in black and white, you can't hide from them.

Of course, there are successful business people who DO NOT write things down. However they often employ other techniques, including the following:

IDENTIFY YOUR BUSINESS OBJECTIVES AND TAKE TIME FOR SELF-DISCUSSION



Clearly identify your business objectives and ensure the outcomes you seek have clarity, are measurable and quite specific. Take time to reflect and engage in self-discussion about your objectives.

Self-discussion is used by non-writers to fix their business objectives and plans in their minds.

PRIORITISE YOUR 'SHOPPING LIST'



Once you know your business objectives, you will likely have a long list of actions and outcomes needed to achieve those goals. Do you really need a full 'shopping basket' of actions, or can you prioritise a 'shopping list'?

Start by focusing on the single most important thing you want to achieve as a business owner, and work down from there.

COMMUNICATE YOUR PLANS



For items that make it to the shopping list, clearly communicate to your team what needs to happen, when and by whom.

If you are not oriented as a formal planner, it's important to develop good communication skills.

This will ensure your team has a clear understanding of both your ultimate business objectives and the priority shopping list.