

*Working Together to Succeed*

***SUPPLYING  
THE  
DEFENCE SECTOR***

***“ARE YOU FIT FOR BUSINESS?”***

# KEY MESSAGES

- Prepare and Plan ..... *think strategically*
- Define your company's products/services ... *clearly*
- Determine why MOD should buy from you ... *USP*
- Decide on your 'routes to market' ..... *the tactics*
- Identify your 'strategic' funding options ..... *rationally*
- Organise Strategy Reviews ..... *regularly*

## WHY PLAN?

***“The nice thing about not planning is that failure comes as a complete and utter surprise and is not preceded by long periods of worry, anguish and self-doubt.”***

# THE OPTIONS

## OPTION 1 – *The Business Miracle*

“Do **today** what you did **yesterday**  
and  
expect a different result **tomorrow.**”

# THE OPTIONS

## OPTION 2 – *Manage the future:*

### *Produce a Road Map*

- ü Define your **Vision**
- ü Create a **strategy**
- ü Identify your **objectives**
- ü Set your **goals**
- ü Make a **plan**
- ü Communicate your **actions**
- ü **Review** the process

# CREATING A STRATEGIC PLAN

- Ø Understand that this is a **dynamic, ongoing** process.
- Ø Work out the **internal** and **external** dynamics.
- Ø Establish your own **reliable** supply chain.
- Ø Analyse the **competition** in your sector.

# THE MECHANICS - 1

- Executive Summary
- Content:

Vision	Objectives	Mission
Tasks	Priorities	Finance
Implementation Structure	Roles & Responsibilities	Administration

- Coordinating Instructions:

...who does what, by when (and how?)

## THE MECHANICS - 2 : " Appendices"

Action Plan	<i>tasks, responsibilities and timelines</i>
Strategic Analysis Data	<i>for reference</i>
Goals for Executive Board	<i>understanding the leadership requirements</i>
Operations Plan	<i>detail of subsidiary goals and activities</i>
Budget Planning	<i>budgetary requirements and allocations</i>
Financial Resources	<i>allocation of subordinate budgets</i>
Monitoring and Evaluation	<i>benchmarking &amp; progress review plan</i>
Communication Strategy	<i>presentations &amp; briefing both external &amp; internal</i>

# SUMMARY

## *CAN YOU ANSWER THE VITAL QUESTIONS?*

- What are you *really* looking to achieve?
- Have you defined your main 'challenges' ?
- Do you have you an agreed methodology for completing your sales production or procurement tasks?
- Have you ALL the resources to enable you to complete action & effect? (*are your aspirations & capabilities balanced*)
- What *direction/guidance* is needed to develop your plan?