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## The Business Experts Bureau Great Business Idea - Tuesday 18 May 2010

### Subject: The pivotal Business Plan element of Vision

So far we've had a quick look at two of the business plan pivotal elements of Attitude and Application. Another pivotal business plan element is **Vision**.

When I say the vision, I mean that you still need to be able to measure it somehow. From my own personal experience, I set one of my personal goals as wanting to earn a certain amount. I thought at the time that it was at a pretty high level and that I might not achieve it but that I'd end up earning more than if I'd set my sights at a lower level. I ended up earning seven times my initial level. The vision was to achieve a higher level of income, I could visualise it and what I'd do once I achieved it. As a result, all my business strategies were developed around longer term growth. The point is the word "focus". The **vision** is a tool that enables you to focus on the end goal and work towards achieving it.

This gives you a clear picture of the future and one of the points that differentiates the good businesses from the great businesses.

To sum up - You need to consider all four aspects of developing your business plan, and these are:

- Marketing
- Finance
- Operations
- Resources

But the darling one of the four, in my opinion, is Operations. These are flow charts showing step-by-step instructions for how to best perform the critical processes in your business. Most businesses only need about 6 or 7 to enable them to operate without the staff and themselves making recurring, costly mistakes and to increase sales.

I can't exaggerate enough how powerful flow charts are to the smooth running of a successful business. These are the things that separate good businesses from great businesses.

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**Dean Dalton**

*Business and Strategic Planning Expert*