

## Co-operative Skills Seminars

## Strategic planning & managing change

## Active Business Planning

Active Business Planning uses a timeline (GANNT) chart to identify the dates of starting and ending each business planning action:

	Progress Report			Progress Report			Action Business Plan	
Aims	Yellow	Yellow	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Market research	Light Blue	Yellow	Yellow	Yellow	Yellow	Yellow	Light Blue	Light Blue
Product or service develop	Light Blue	Light Blue	Yellow	Yellow	Yellow	Yellow	Yellow	Light Blue
Test market	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Yellow	Yellow	Light Blue
Action plan	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Yellow	Yellow
Week or month	1	2	3	4	5	6	7	8

At repeated intervals, we take a snapshot assessment, in the form of a progress report, which is used to review and amend the timescale and relative investment of effort in each action. The final stage is writing an Action Business Plan which describes in detail how the enterprise will operate in the next phase – commence operations. The Action Business Plan is a good resource for the whole co-operative, creating a sense of direction and purpose, building teamwork and gaining agreement and alignment behind co-operative objectives. It's rarely allowed to gather dust on a shelf!

Source: <http://www.cbc.coop/wordpress/wp-content/uploads/2012/01/Active-Business-Planning.pdf>