

Business Improvement Workshop for the Board

Purpose	To help FCB directors understand and fulfil their role in leading the development of their business.
Who is it designed for?	Boards wanting to take a fresh look at developing their business who have limited experience of leading structured business development
Structure and format	The workshop will be based on a structured group discussion, which will be led by a facilitator.
Outcomes	The output from the workshop will be summarized and reported back to the board. In addition, each participating director will complete a simple training needs analysis questionnaire, these will be used together with the other additional information gained during the workshop, to help prepare a training needs analysis report for the board. Recommendations will be made on how the board should take forward business development within their organisation.
Timescales	The workshop will last approximately 3 hours (half day).
Objectives	At the end of the workshop directors will be able to: <ul style="list-style-type: none">■ describe the building blocks of good business development.■ state their role in developing an FCB.■ establish and use each of the four cornerstones of business development to help develop the business.■ evaluate the past performance of the board.■ identify the position of the board in terms of necessary skills and competence required to lead the business effectively.■ agree a prioritised plan of action to develop their business.
Content	<ul style="list-style-type: none">■ Introduction to business development■ The directors role in business development■ The four cornerstones of business development<ul style="list-style-type: none">– What they are and how they can help develop the business– What are the ingredients to build solid foundations in each– How to get them in place– How to manage them on an ongoing basis■ Current situation review - what is in place now?■ Evaluation exercise on the board's performance to date■ Board level skills and competency for the business■ Action plans