

DISCUSSION GUIDE 1: SIX BASIC BUSINESS PLANNING QUESTIONS

Discuss the following questions with members of the planning team, conferring with other stakeholders as necessary. Compile your answers into a short summary that can serve as a reference document for all involved.



What is the focus of our business planning effort (e.g., a particular program, a new initiative undertaken either alone or with partners, or the enterprise as a whole)?



What is the strategic intent of the program, initiative, or enterprise that is the focus of the business planning effort?



What questions do we need to answer—and what decisions do we need to make—in the course of this business planning process?



What information do we need in order to make these decisions?



Who is the audience for this business plan, and how will they use it?



Who will approve the final decisions and document?