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?