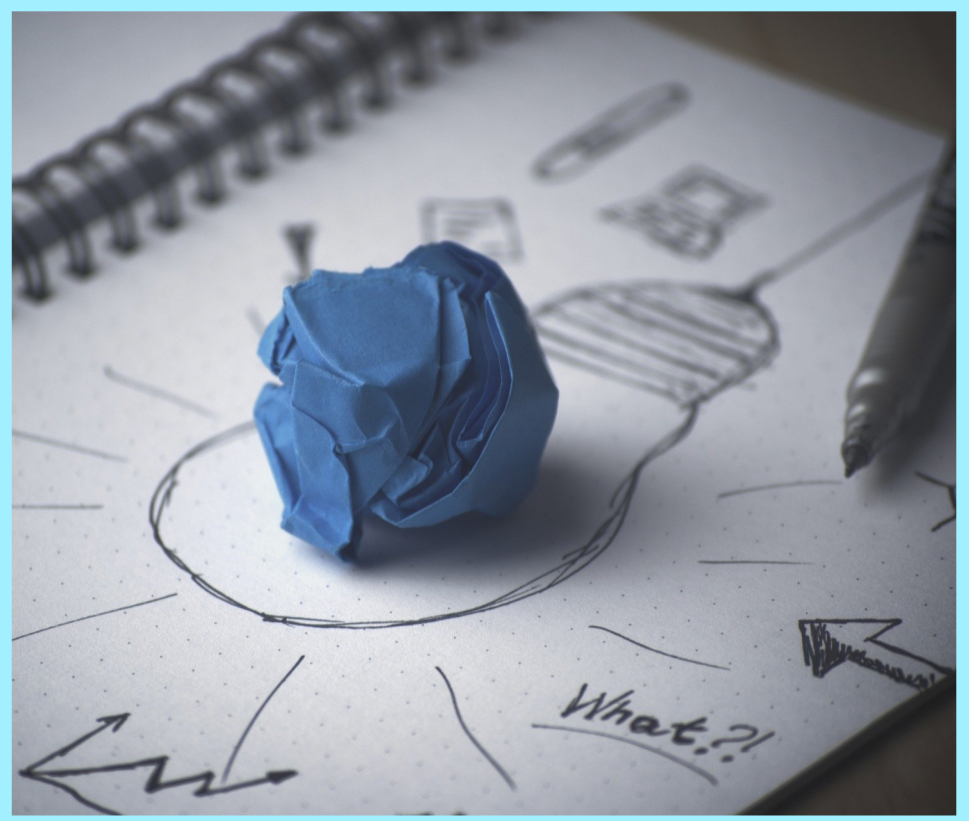


# Our business planning 'to do, think and ask' list!

We'll let you into a secret. Business planning isn't a linear process. In fact, we think that the joy of it sometimes is that it's messy, creative work.

Much of it is about trying out different ideas about the future and testing different potential scenarios, before finally landing on the ones that make most sense. Sometimes information you gather later in the process will mean you return to something you did earlier and revise it.



It's iterative, and you should definitely expect to tweak your thinking as you go along. After all, when you think about it, you're basically in the business of trying to invent your future!

It really isn't rocket science, and there isn't a one size-fits-all approach to putting together a business plan. But there are a series of things you need to think about, and questions you need to ask and answer.

Handily, we've made this little illustration to get you inside those key bits of thinking you need to do. Why not print it off and stick it to the wall to help you keep track of your business planning journey?

