

It's not what you do it's the way that you do it

The planning is the thing - and it doesn't matter what it looks like

There's a common perception that business plans need to look a certain way. And that 'certain way' normally involves a neatly typed A4 document with section headings, well ordered pages, lots of spreadsheets and several appendices. At the hub, we're not sure that that's the best place to start. Or not at least for us, or most of our fellow creatives.

For us, the smart place to for all of us to start when business planning is with what works for us

After all, first and foremost (as we say in our [It's All About You](#) module), your business plan is primarily for you. It's a piece of work that should inspire and guide you, and be full of things that are deeply individual and particular to you.

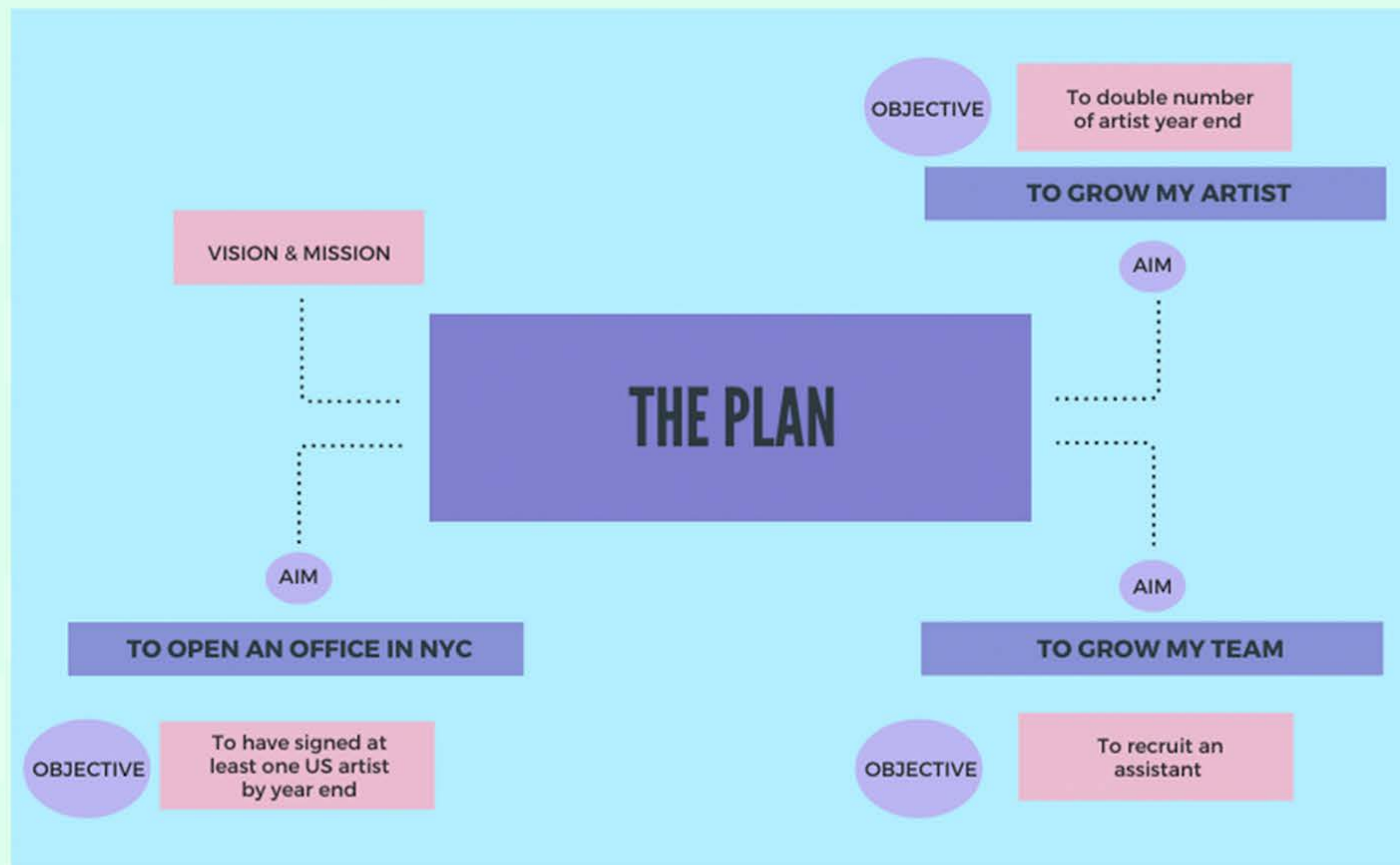
That's true not just about the thoughts and ideas contained in it, but also the way that all of these get captured. So for us, what your business plan looks like doesn't really matter. Far more important is that you capture all your thoughts in a way that works for you.

So, if you're a visual thinker, it may have loads of really visual content. If you like to use lists and tables to organise your thinking, then knock yourself out and get listing! You might need a pen in your hand to think, in which case you might want to start with handwritten scribbles that you then turn into something else. You might even start your planning by sticking post its all over the wall. It's all fine. There's no right or wrong way. Just do what works for you!

We say all of this because the real truth is that the planning is more important than the plan it ends up in. All the thinking you do, all the scribbling and crossings out you do, they are where the real 'gold' is. The plan that they end up in simply where you collect them all.

Here's an example!

In our Aiming High and Being Smart quick read we talk about aims and objectives. Aims are where you want to get to, and objectives the targets you want to set yourself to get there. If you're a visual thinker you might want to record or work out your aims and objectives using a mind map. Maybe it would look something like this:



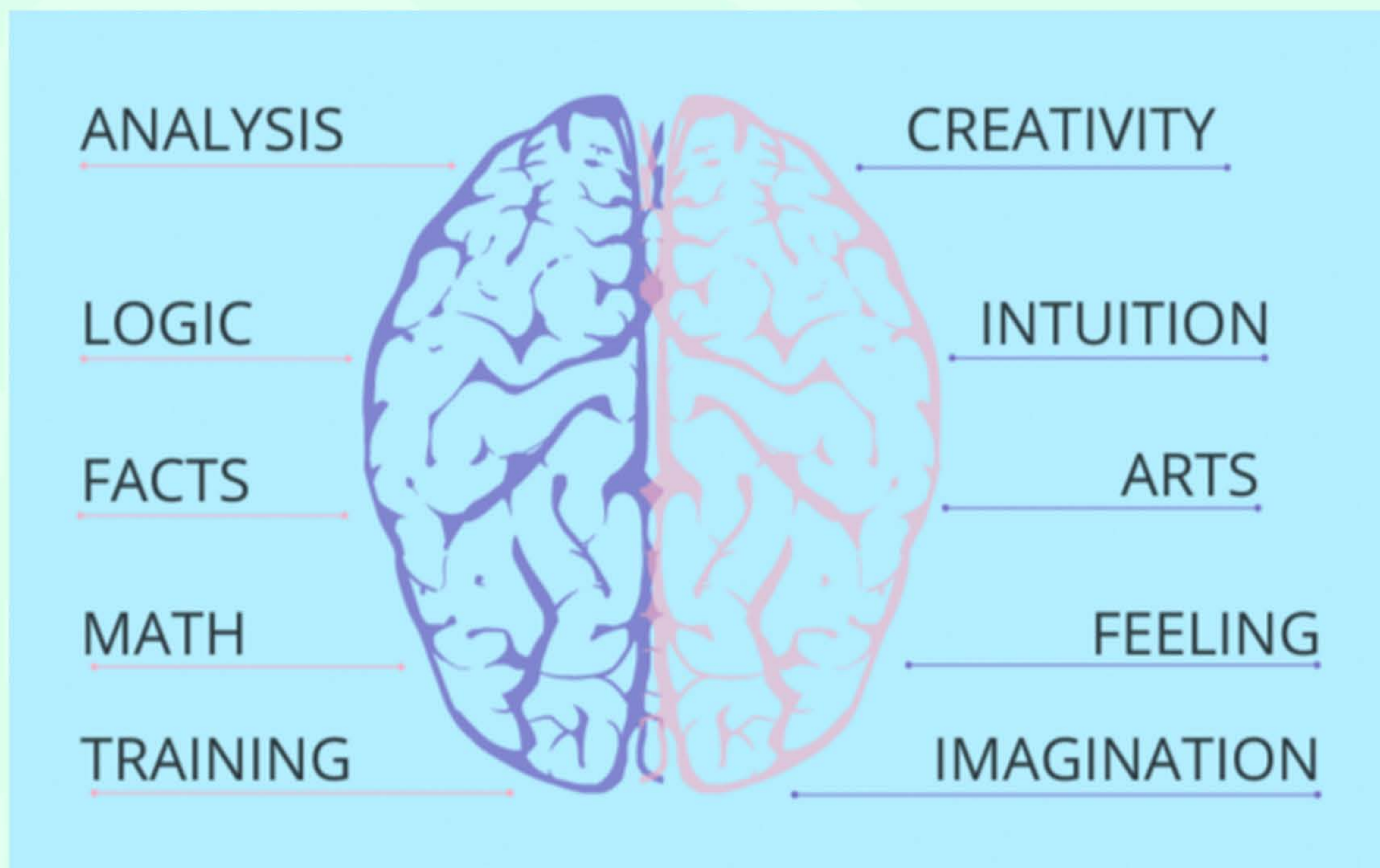
If you're more of a table person, the you might want to use a table a bit like this one:

AIM	OBJECTIVES
To grow my artist roster	<ul style="list-style-type: none"> To double the number of artists I work with by the end of the year To recruit an assistant by September, so that I do less admin and can spend more time on bookings gigs Add another! Add another if need be!
To open an office in New York	<ul style="list-style-type: none"> To secure at least 2 US-based artists by the end of the year To do a recce trip in November to recruit an office manager Add another! Add another if need be!

You might also find our **From Aims to Actions** template useful too, as it uses a table to move you from aims to identifying actions and when you'll do them.

Right brain or left? Do what works for you

What works for you will likely depend on whether you're what's known as a right brain or left brain thinker. The theory (originally developed in 1960s) goes that right brain thinkers tend to be more creative, and left brain thinkers more analytical and methodical.



Have a think about how you like to learn, how you tend to organise your thoughts, and use that to work out a business planning process and way of recording your thoughts and ideas that works for you. We'd love to know what you come up with, so do share your tables and drawings with us on Twitter: [@tweetsatthehub](https://twitter.com/tweetsatthehub) or Instagram [@the_hub_balance](https://www.instagram.com/the_hub_balance).