

SENIOR BUSINESS

scottybreaksitdown.com

01

LIFECYCLE

Understanding the characteristics and challenges helps to identify each stage.

SEED

START-UP

GROWTH

MATURITY

POST-MATURITY

02

FUNCTIONAL AREAS

Each plays an important role in business and takes the lead at different times.

OPERATIONS

FINANCE

MARKETING

HUMAN RESOURCES

03

BUSINESS GOALS

Identifying a clear goal forms a direction for a business.

GROWTH

MARKET SHARE

SUSTAINABILITY

PROFITABILITY

EMPLOYMENT

SOCIETAL NEEDS & WANTS

04

ENVIRONMENTAL FACTORS

A business needs to be aware of internal and external factors that could impact them.

INTERNAL ENVIRONMENT

OPERATING ENVIRONMENT

MACRO ENVIRONMENT

05

BUSINESS CRITERIA

A way to determine successful implementation of strategies.

STAKEHOLDER SATISFACTION

COMPETITIVENESS

EFFICIENCY

EFFECTIVENESS

06

REPORTS

Learning to construct a meaningful report requires a specific skillset.

FORMATTING MATTERS

STRUCTURE MATTERS

LANGUAGE MATTERS

07

ANALYTICAL TOOLS

Tools are used to sort data and information in an organised way.

SWOT ANALYSIS

STEEPLE ANALYSIS

FORCE FIELD ANALYSIS

POWER INTEREST GRID

COMPETITIVE ANALYSIS

08

THEMES & CONCEPTS

CHANGE MANAGEMENT

LEADERSHIP & MANAGEMENT

RISK MANAGEMENT

INNOVATION & ENTREPRENEURSHIP

