



Description

The Create Your Business Plan workshop walks agents through the creation of a comprehensive business plan using the Business Plan Workbook. The instructional video tells you when to pause, giving agents time to work on different elements of their plan. **Duration:** 45-60 minutes (video is 17 minutes, tablework accounts for the balance of time.)

Deliverables

Agents come away with a better understanding of a business plan's value and a draft plan for next year. In addition, they create a task list for finishing their final version on their own or with the help of a mentor.

Preparation

Live Workshop

- Have a computer, projector, and screen/monitor available for displaying the [video](#).
- Arrange tables classroom style. Business planning is a very personal activity that agents may not want to share with others during the workshop.
- Print a [Business Plan Workbook](#) for each attendee.
- Email the [Production Goals Calculator](#) (Excel document). This document is better used on a computer.

Virtual Workshop

- Select a virtual meeting platform that allows for screen sharing, such as Zoom or Google Meet.
- When sharing the [video](#), also share computer audio.
- Email the following documents in advance: [Business Plan Workbook](#), [Production Goals Calculator](#)
- Ask attendees to print the workbook before the workshop. The Production Goal Calculator (Excel document) is better used on a computer.
- Encourage attendees to turn on their cameras to maximize engagement and participation.

Instructions

1. Distribute the [Business Plan Workbooks](#).
2. Play the [video](#).
3. When instructed, PAUSE the video and allow agents time to work on the idea presented. This tablework is a helpful teaching method to get agents to take immediate action in small steps.

Next Steps: Go Above & Beyond

- Create a deadline for your agents to complete their business plans and share them with you (i.e., November 30th). Knowing what type of support your agents need will help you create your company's business plan for the upcoming year.
- Consider a prize drawing for all agents who turn in their plan. It just might be the push they need to get it done.
- Follow up individually with agents you mentor to answer questions and offer support.
- Track the efficacy of your company's learning opportunities. During the next 6-12 months, compare several KPIs, such as Listings Taken, Units Closed, and GCI, and measure them against the same time the previous year (YOY – year over year). You are checking to see if an increase is attributable to new skills gained from learning. It typically takes 6 months after skills are taught to see production increase.