



# NWD SYSTEM: BUSINESS CASE TOOLKIT

Section 8: Creating an Effective Business Plan



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## Section 8: The Business Plan

### Overview



Once you have a solid NWD System governance structure in place, you can work toward enhanced business acumen in an organized way. Business acumen begins with business strategy. Strategic thinking and planning as documented in a business plan moves business strategies to application. Thinking and planning includes clarity on the NWD System value propositions; understanding of stakeholders, partners and the marketplace; and development of marketing products and a dissemination strategy.

Throughout this toolkit, you have focused on some of the components involved in strategizing and building materials for partnership development. A business plan will help you pull these components together into a holistic, long-term strategy for furthering your NWD System and considering all potential stakeholders.

A business plan functions as a blueprint for operating and expanding a business or program. You can use the business plan as a tool to help show potential partners why working with you and/or investing in your program is a smart choice. Therefore, it needs to answer all possible questions and provide all relevant information.

### Do This!



#### ***Step 1. Conduct a readiness assessment***

Using the materials referenced in the [Additional Resources](#) section, conduct a readiness assessment to identify strengths and growth opportunities of your NWD System and governance structure.

#### ***Step 2. Develop a business plan***

Guided by the outline and instructions in [Appendix B](#), develop a Business Plan. This business planning process reflects the steps necessary to develop a multi-year business plan to gain support for a state NWD System. It addresses business goals that are both micro (approach to one customer in a specific period of time) and macro (multi-year and broad-based customer outreach). [Appendix C](#) includes a checklist with activities to complete for each business plan component to ensure you include all relevant information in your business plan.

The Business Plan Snapshot template in [Appendix D](#) can help you summarize your timeline and strategy focused on a specific stakeholder, partner, or program. Feel free to tailor both the Business Plan and Snapshot templates to meet your program-specific needs.

## Additional Resources



- [Webinar: Is My Organization Ready? Assessing CBO Capacity to Partner with Health Care Entities](#): This webinar describes how organizations can assess their readiness to engage in new partnerships and details the steps that organizations will need to take to engage in these partnerships.
- [Aging and Disability Business Institute: Readiness Assessment Tool](#): This in-depth tool aids organizations in assessing their structures and processes to identify areas for improvement. The resource also provides guidance on developing and sustaining partnerships.