Developing an Effective Business Plan

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Getting Started

• Try to do this early so all can see what is involved and if they want to be involved (early/mid September)

• See who the leaders are when deciding on the firms products/services during the brainstorming sessions

• Show your last Presentation

• Review the top presentations from last year

• Critique and note positives and negatives and compare
Road Map

• Try to do this early (Late September, early October)
• Print out and distribute the VE Rubric for the Written Business Plan
• Print out and distribute the VE Rubric for the Oral Business Plan
• Review these with all students
Commitment
(Try to introduce prior to Job Interviews)

• Explain what YOU expect from members of the presentation Team:
  • After/before school
  • Holidays and weekends
  • Additional research
• Up to five members
  • Five speakers
  • Can have a “Tech” Specialist who designs the presentation
  • You can use PowerPoint or Prezi
• Explain deadlines and time frame
• Explain the presentation process
  • Local Competition
  • Regional Competition
  • National Competition
• Extra Time (Can be around 200 hours)
• Offer a lot; but let them make the schedule
• They should work on and provide information for the written Business Plan. This helps them to get a comprehensive view of the firm at an early date. Be involved. Get Ownership.
• This should begin in October
Picking Your Team

• Methods: (Late September early October)
• Ideally-Provide a business case that requires a solution and have the students in small groups present their findings
• You should have your staffing complete
• You should have the CEO as part of your team
• I like to have department heads and/or managers as part of the team
• The presentation team option and expectations should be explained during the interview process
Preparation

• Have the team develop an outline
• They should use the Written Business plan and the Oral Rubric as a guide along with the examples the were viewed. You are not married to this order
• Have the students develop a “flow” for the presentation. This will change many times.
• Simple, colorful, meaningful, slides, easy to see
• Your slides and colors should tie into your firm
• You will guide them to make sure it makes sense and all areas are covered. Show both good areas and improvement areas needed
• A “script” will help them to now all parts of the presentation. This is a guide and should not be memorized word by word.
• Question the team on all aspects. This gets the whole team involved and knowledgeable on the “whole” company.
• Every time they present will be different, this is ok, it should be a “conversation”
“Pre-competition Support”

• Have other students review the past presentations on line
• They should look for tendencies and style (team members)
• They should record the questions that are asked buy the judges at the end of the presentation (Other students)
• Research the real industry (Other students), explain it to the team
• Research the VE economy (Other students), explain it to the team
• Research the current real economy (team member)
Rehearsal

• Work with the team two-five days a week; write down suggestions
• In the beginning let them read the material (by December this should be gone)
• Short intro then have each member introduce themselves
• Have students from the class watch and critique the presentation
• Invite other teachers in to view the presentation
• Video the presentation
• Change questions at the end
• Have the team come up with questions
• Back up presentation frequently
• Try to block out an hour or more time to discuss:
  • Changes and flow of presentation
  • More information needed
  • Positions, Posture, Animation, Arms, Eyes, Smiles of team during the presentation
  • Give them ownership by having them provide in-depth information
  • Be positive and constructive; “good but…….
  • Eliminate Um’s…….
  • Eye contact
Practice “Good PR”

• Arrange to have the team present to their parents at an evening event
• Try to set up another presentation for the Administration and or BOE
• Have refreshments
• Have handouts and presentation copies for all
• Have Department Heads there (total firm should also be there)
• Wear company apparel (if you have it)
”Getting Closer”

• Practice these often:
• Start timing them in November (Ten Minutes)
• Wardrobe (I recommend similar and professional attire)
• Proper Greeting (introduction and hand shake)
• “Smile with your words”
• Don’t have one person talk too long
• You can use prototypes to show (no gifts or examples for Judges)
• Color copies of supplemental materials (Business cards, Brochure, etc)
• Color Copies of Slide Show
• Exit; Thank you and hand shake
Summary

• Try to duplicate the atmosphere of the presentation
• Get the team comfortable with the presentation
• Have them critique their presentation from your video
• Check all spelling and grammar
• Have all members know all about the:
  • Firm (not only their area)
  • Any and all aspects (Employee Manual, Projections, outside deals, etc)
  • Economy (VE & Real)
• Ask a lot of questions (all over the place, no question is useless)
• Do not allow one person to be the main ”responder” on questions
• Direct and short answers, “less is more”, do not ramble
• Confidence breads success and fun!