

Free business plan on a business proposal

[Business](#), [Management](#)



COMM 2312 Technical and Professional Communication

Group Members Names with IDs

Information Abstract

The business proposal identified the need for the establishment of an organization that specialized in providing leadership training and development in view of increasing competitive pressures in the global environment. As such, the proposal is to provide the services in leadership skills training through the newly established organization, Smart Solution Training Organization, to address training needs and requirements of other private or public organizations on a global sphere. As such, the proposal hereby presents details that would justify offering the leadership training and development services to benefit other organization's leaders and eventually contribute to achieving sustained leadership in the global market.

Introduction

In contemporary settings, organizations have increasingly ventured into global operations to cater to the diverse needs of a wider range of clientele. The competitive pressures encountered by global organizations are deemed to be more intense and diversified. As such, it is of paramount importance to equip leaders and managers with advanced skills which would make them adept at steering the organization into sustained success. One hereby proposes offering our organization's leadership training and development services to develop leadership capacities of other private and public organizations to enable them to gain leadership in the global market.

Problem Statement

There is a need for continuous training and development for current and potential leaders in various private and public organizations to meet the competitive demands of clients in a global sphere. Since our organization, Smart Solution Training Organization (SSTO) have the expertise and the internal resources to train human resources, we offer our services in conducting leadership training and development to serve this need.

Background

The Smart Solution Training Organization (SSTO) has been established to provide leadership training and development programs that cater to the needs of diverse organizations. As such, we provide solutions to organizational concerns which stem from the need to provide training to leaders. As a newly organized company, our core competencies and strengths include the professional backgrounds of our trainers and human resources who have received ample leadership training and development. Therefore, the competencies in training, as well as the wealth of solutions which could improve other organization's entrenchment in the global market would be the most viable approach that would cater to varied training needs.

Need

There is a need for other private and public organizations to continuously develop leadership skills through progressive training and development programs. The SSTO propose solutions ranging from coaching, engagement and cultural change, multi-rater leadership assessments, performance skills, relationship skills, and situational leadership development.

Benefits

The benefits of the offered services of the SSTO in conducting leadership training and development programs are immense. On a macro-perspective, the service would enable our leaders to continuously gain knowledge on leadership concepts, best practices, and applications that are effective for global organizations. Likewise, leaders and managers would develop skills in cultural awareness and competencies, conflict resolution and problem-solving, as well as in tailoring leadership styles to complex situations.

Limitations and Contingencies/Scope

The training and development programs would be tailored to various organizations' needs and requirements. As such, the limitations and contingencies include the current financial resources that could be allotted for leadership training and development. Likewise, the personnel, supervisors, and managers in current and future leadership roles would have to be scheduled to attend the programs and ensure that their attendance to these programs would not jeopardize the performance of their responsibilities.

Proposed Plan

Objectives and Methods

The objective is to offer our service to other private and public organizations and emphasize the provision of leadership training and development programs by the start of 2015. The proposed solution, or focus of the training program is the Entry Level Training Program for New Leaders and Managers, as well as the Continuing Leadership Program for Newly Promoted Managers.

Accordingly, these programs would be useful in private and public organizations that do not have the internal resources or competencies to continuously train and development talents and skills of supervisory and managerial levels.

Timetable

The proposed time frame to start launching the SSTO is January 2015 onwards. The timetable of the activities is shown in the table below:

Timetable for Launching the SSTO

For the relevant activities, the incorporators who plan to offer the leadership training and development program through the establishment of the SSTO would undertake the following according to succession of events: (1) application and completion of business requirements, licenses, capitalization and start-up resources; (2) looking for a corporate site for setting up the office and making the necessary arrangements for start-up (3) conducting the needed market research for potential clients; (4) setting up and development of official website; (5) design and dissemination of advertisement materials: flyers, brochures and promotional campaigns; (6) actual start-up of SSTO.

Materials and Equipment

The following materials and equipment would be needed to ensure that the leadership training and development programs could be effectively offered to other private and public organizations:

- Audio-visual equipment;
- White board or screen;

- Conference setting for a maximum of 25 people;
- Overhead projector;
- Training manuals;
- Pens and paper for participants;
- Speaker and sound system;
- Adjustable lights;
- Podium, desk, and chair for the speaker.

Service to be Rendered

The services to be rendered by the trainers (personnel from our organization) to the participating organizations are as follows:

- Initial assessment of the status of leadership skills of the private or public organization's participating personnel;
- An evaluation of the leadership skills would be conducted to determine training needs of the participants;
- SSTO team structures the modules according to identified areas that need improvement: leadership style, interpersonal relationships, customer relations and satisfaction, conflict management, decision-making and problem-solving, among others;
- SSTO team develops the training manual to be distributed to the participants who confirmed attendance to the leadership training and development program;
- SSTO conducts leadership training and development on scheduled dates;
- SSTO performs after training assessment of leadership skills to gauge the level of skills that have been developed and improved as a result of the program.

Personnel

The personnel who would initially be required to undertake and participate in the program would include supervisors, managers, human resources supervisors and managers, as well as customer relations supervisors and managers.

Cost and Budget

The projected cost per training session is \$300. Therefore, for a 4-week two-day seminar,

the monthly and annual budget that must be allocated is \$1, 200 and \$14, 400 per annum,

respectively. Likewise, given that the initial number of personnel to run the business is a minimum of five members, the projected compensation is a minimum wage of \$7. 25 per hour or \$58 per day. The expected costs (or expenses) are as follows:

The projected revenue is \$300 per training session X number of organizations to contract leadership and training services. For the first month, the projected number of potential clients is 10, to increase to 20 in the second month and 30 in the third month. As such, the projected revenue is shown in the table below:

Therefore, the projected total revenues for the first three months is \$132, 000 less the projected expenses of \$81, 900, SSTO is projected to earn \$50, 100 for the first three months after its inception.

Expected Results

The expected results to be gained from the program are shared by the Boston College, an organization which solicited the services of SSTO, specifically in availing of the Entry Level Training Program for New Leaders and Managers. The program is similar to the Situational Leadership Model offered by Ken Blanchard Companies . From their testimonies, the following benefits for the supervisors and managers are hereby cited:

- “ establish clear goals for performance (S. M. A. R. T. goals)
- **diagnose an employee’s level of competence and commitment for a designated task**
- agree on a performance plan with employee on assigned work
- give performance feedback in ways that are appropriate to the employee’s development level” .

For other private and public organizations, the expected results would be increased productivity and performance which would reverberate to increased profits in the long run. Likewise, leadership training and development would enhance people skills of the leaders and enable a potential increase in morale, lessen turnover rates, and provide enhanced expertise in designing motivational programs that would cater to the needs of our organization. In addition, human resources supervisors and managers who get to attend to the program would eventually gain competencies in the model which could be applied in future trainings.

Feasibility

The program is definitely feasible and viable given the affordable cost as well as

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accessibility to the program trainers. The team of experts from SSTO would provide orientation training and assessment to gauge the skills of the current pool of leaders and determine with program is most applicable in the organizations' needs.

Conclusion

In sum, to enable organizations, like ours, with the core competencies to address competitive forces, there is a need for continued training and development of human resources, including leaders and managers. As such, when organizations do not have internal resources to undertake the needed leadership and development training, it is most viable to seek external organizations that exude expertise and competencies in building leadership skills. The expertise of the SSTO in providing leadership training and development programs is the solution to their needs.

Reference

Boston College. (n. d.). Situational Leadership Model. Retrieved December 6, 2014, from bc. edu: [http://www. bc. edu/content/dam/files/offices/employeedev/pdf/SL%20overview. pdf](http://www.bc.edu/content/dam/files/offices/employeedev/pdf/SL%20overview.pdf)