

BUSINESS PLANNING <i>The ability to apply business concepts to the development of a health industry business plan.</i>	DATE COMPLETED
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COMPETENCY OBJECTIVES	✓	SUGGESTED LEARNING ACTIVITIES	COMMENTS
Objective A: All HA trainees will demonstrate a mastery of business plan development activities			
1. Competency: Knowledge of the business plan components.		The trainee/s will create a template for a business plan.	

Objective B: All HA trainees will be able to evaluate the organization strategic plan and assess the need for a business plan for the LEND host organization			
1. Competency: Ability to work with a clinic or program director to identify organizational development opportunities.		The trainee/s will work with program/clinic director to identify a business problem.	
		The trainee/s will work with the program/clinic director to delineate a business model for addressing the problem.	

Objective C: All HA trainees will be able to assist a LEND clinic/program/organization in the production of a business plan targeting a specific business problem.

1. Competency: Ability to work with the program/clinic director to integrate marketing analysis with a business plan.	Having identified the business model the trainee should complete a marketing analysis.	
	Having completed the marketing analysis the trainee/s will work with program/clinic director to incorporate findings within the business plan template.	
2. Competency: Ability to work with the program/clinic director to integrate operational analysis with a business plan.	Having identified the business model the trainee should complete an operational analysis.	
	Having completed the operational analysis the trainee/s will work with program/clinic director to incorporate findings within the business plan template.	
3. Competency: Ability to work with the program/clinic director to integrate financial analysis with a business plan.	Having identified the business model the trainee/s should complete a financial analysis.	
	Having completed the financial analysis the trainee/s will work with program/clinic director to incorporate findings within the business plan template.	
4. Competency: Ability to effectively communicate a business plan to all stakeholders.	Having worked with the program/clinic director a business plan trainee/s will prepare material for stakeholder presentation.	
	Having prepared stakeholder presentation materials trainee/s will organize a meeting for presentation of the business plan.	
	Having presented the business plan to all stakeholders trainee/s will work with the program/clinic director to secure endorsement from all stakeholders.	