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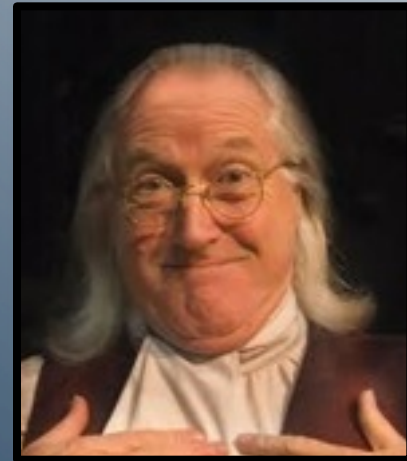
Why

should

we

plan?

Why should we plan?



1. Prepare Yourself For Success

**“By failing to prepare, you
are preparing to fail.”
Benjamin Franklin**

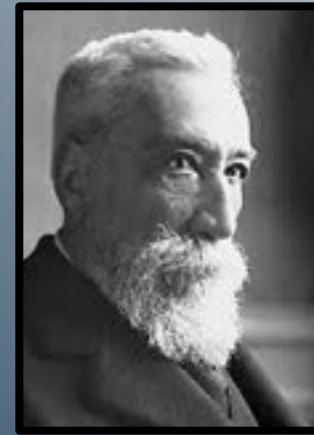
Why should we plan?



1. Prepare Yourself For Success

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Why should we plan?



2. Reach Your Dreams & Live Your Believes

“To accomplish great things, we must not only act but also dream. Not only plan but also believe.”

Anatole France

Why should we plan?



3. Ready For Set- Backs & Challenges

“Everyone has a
plan - until they get
punched in the face.”
Mike Tyson

Why should we plan?



4. Gets You Going So That You Can Improve

“Those who plan do
better than those who do
not plan even thou they
rarely stick to their plan.”
Winston Churchill

Why should we plan?



Why have a Business Plan?

Why plan?

Why plan?

- Live your life & organisational purpose

Why plan?

- Live your life & organisational purpose
- Achieve results by balancing your capacity & opportunities

Why plan?

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- Cover the questions/energies you are not naturally good at

Why plan?

- Live your life & organisational purpose
- Achieve results by balancing your capacity & opportunities
- Cover the questions/energies you are not naturally good at
 - Get better by using the plan-do-review cycle





The Pyramid of Possibility



The Flow Canvas™



What are the
5 questions to
all answers?

What? Who?
When (& Where)?
How? Why?



WHAT?

HOW?

WHY?

WHO?

WHEN/WHERE?

HOW?
connected to
the next cycle

WHAT?

WHAT?
connected to
WHO?

HOW?

WHY?

WHO?

WHEN/WHERE
connected to
HOW?

WHEN/WHERE?

WHO?
connected to
WHEN/WHERE?



**Why does our
route exist?**

The background of the slide is an abstract composition. It features a central, irregular, sunburst-like shape in shades of orange and red. This central shape is surrounded by four quadrants of varying shades of green, creating a cross-like pattern. The overall effect is soft and painterly.

PURPOSE

**What makes your route
distinctive so that it
achieves its Purpose?**

PURPOSE



FOCUS

PURPOSE



FOCUS

PURPOSE

**What do you exchange
in money or other
value (get & give)
based on your Focus?**



FOCUS

PURPOSE

TRANSACTION

FOCUS

PURPOSE

**Who are the
people you want
to attract to do
Transactions with?**

TRANSACTION



FOCUS

PURPOSE

AUDIENCE

TRANSACTION



FOCUS

**How do you attract
the attention of
your Audience?**

PURPOSE

AUDIENCE

TRANSACTION

FOCUS

ATTENTION

PURPOSE

AUDIENCE

TRANSACTION

FOCUS

ATTENTION

PURPOSE

AUDIENCE

TRANSACTION

**What do you
promise &
what makes it
impossible
to say no?**



FOCUS

ATTENTION

PURPOSE

AUDIENCE

TRANSACTION

DESIRE

FOCUS

ATTENTION

PURPOSE

AUDIENCE

**What are the
people, systems
& money you
need to do it?**

TRANSACTION

DESIRE

FOCUS

ATTENTION

PURPOSE

AUDIENCE

DELIVERY

TRANSACTION

DESIRE

FOCUS

ATTENTION

**How do you
govern & organise
yourself to be
self-sustainable
& effective?**

PURPOSE

AUDIENCE

DELIVERY

TRANSACTION

DESIRE



FOCUS

ATTENTION

CULTURE

PURPOSE

AUDIENCE

DELIVERY

TRANSACTION

DESIRE

**What measures
will keep score
& help you get
better (#, %, \$)**

FOCUS

ATTENTION

CULTURE

PURPOSE

AUDIENCE

DELIVERY

TRANSACTION

DESIRE

IMPROVEMENT

FOCUS

ATTENTION

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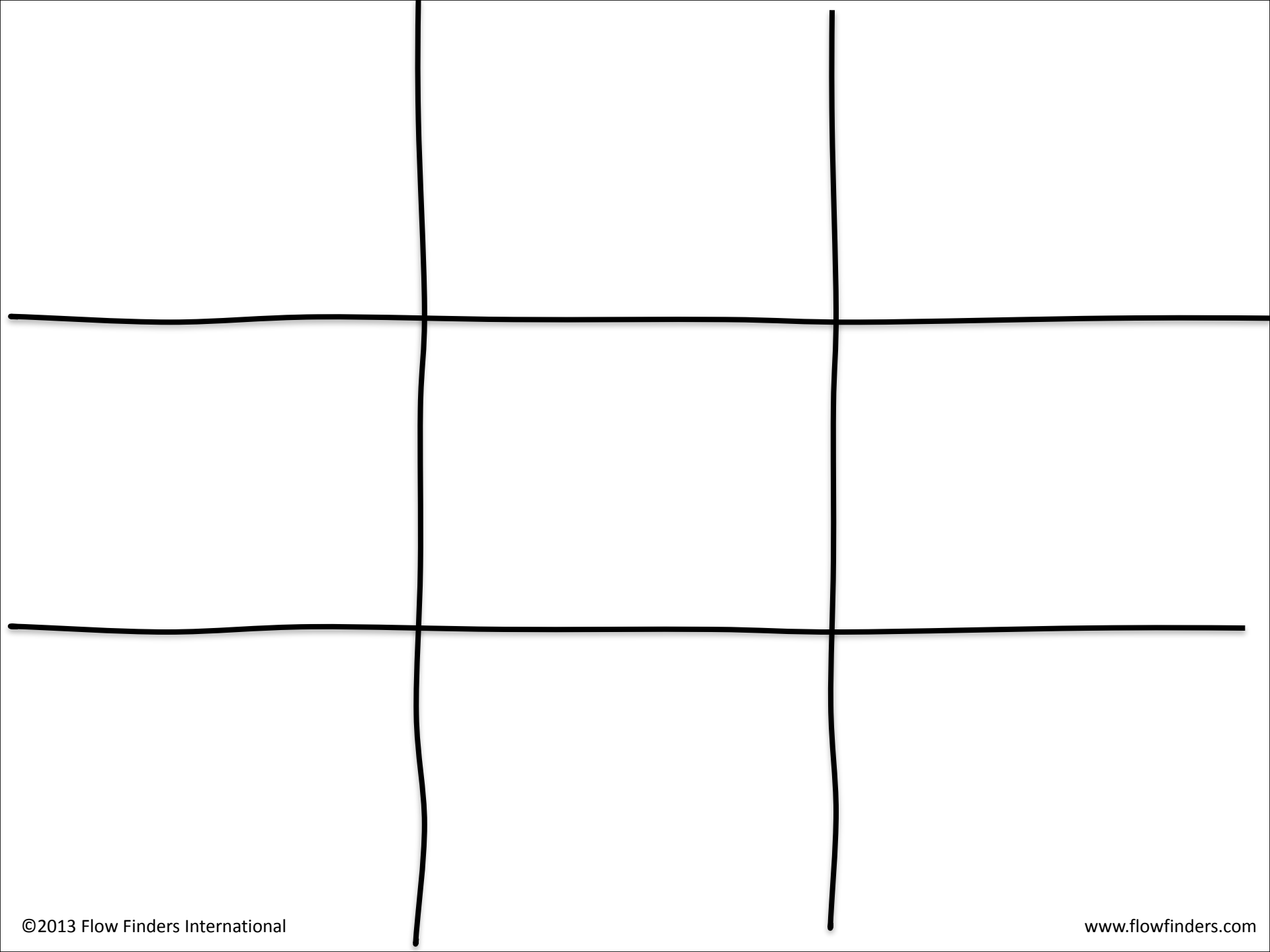
PURPOSE

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What measures
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FOCUS

What makes your
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IMPROVEMENT

Properly constituted forum meetings

per route: minimum quarterly.

AGM or GM: min once per year.

% of budget spent for projects: (to confirm) %

% of budget own income by route: (to confirm)

Rand value of services per route: R (to define)

1 new story on website per route per quarter.

Grading targets of 11 routes met: 100%.

Route Coord'n Meeting: 1st week of month

Reports from OA to routes: quarterly

Donor retention: 70%

% of OA budget self-generated: (to confirm) %

FOCUS

We activate & support destination route forums in off-the-beaten-track traveller areas by offering them practical tools to grow as self-sustaining organisations based on local ownership and pride in their heritage; which support we subsidise through our own income-generation combined with funding from agencies seeking to support innovative rural development initiatives.

ATTENTION

General: focus on success stories, benefits of unity, marketing the experience, statistics, praise in front of peers, showing alignment with government objectives.

Donors: clarity & credibility through stories on website; research of donor/CSI opportunities & making direct contact

CULTURE

Fit into the OA organisational structure with Co-ordinators reporting to the CEO.
Monthly Route Coordination Skype Meeting with set agenda & short written reports submitted the day before (Dropbox).
Operational relationship between Co-ordinators & Project Manager for ongoing issues.

PURPOSE

OPEN AFRICA ROUTE SUPPORT
We support destination routes to become self-sustaining agents of change for rural development so that the people in remote communities can have a better life.

AUDIENCE

Routes where there are active Open Africa projects for 2014: Richtersveld, Kokerboom, Red Dune, Umgeni, Drakensberg, Kamoka, Amajuba, Blouberg, Arid Eden, Omalunga, Four Rivers; plus government & business entities relevant to these 11 routes.
Donors: IDC, Absa, Finish Embassy, Austrian Embassy, MCA & identified prospective funding partners.

DELIVERY

OA head office systems.
Route Co-ordinators x 3 & Project Managers x 2.
Route Toolkit assigned to an OA staff member to curate & completion of current development project.
Sufficient budget in currently funded projects.
OA "NGO" website (for donors).
Capitalisation of "Challenge Fund".
Existing media access.

TRANSACTION

Active route forums get useful & accessible information through the Route Toolkit for free; funding to start routes or implement income-generating projects ("challenge fund" of R50k per route); mentoring of route forums (based on a route development services list) for free; and additional consulting services (based on a route consulting services price list). To remain "active" route forums must submit a quarterly report (based on a prescribed format, including financial). Funding from government, business & donors in exchange for meeting their objectives & in accordance to their reporting requirements.

DESIRE

Routes: reporting to routes on website visitors (Google analytics); promise support routes in developing an annual plan; "Gold/Silver/Bronze"-status.
Donors: statistics on impact of both rural communities & travellers, social benefit through "social enterprise" with own income (donor funds to projects only) & offering market access.

Makke tyd om produk te verkoop: 3pm
 Website load: 100%
 Kontrakte: 6 per jaar
 Nuwe kontrakte: 1/1
 Complainants: 0
 Bank: R 5 000
 Profyt Coop: R 2 000

Co-op teke polisie skilderye, craft, Cartas, ens wat aangebied word in tentoonstelling elke Yd Coop besluit self wat hulle maak; of op aanvraag vir bestellings

Wet sluiting by Dase
 Word af-Month: wa vir versameling.
 Exhibition (restaurant) as deel van delegasie
 Coop Website
 • Nieuw: 500
 • Links: 500
 • Websters: 100
 Landbouerskare

"Mobi" 11
 11/11/11
 11/11/11

6 lede Co-op
 Bank-rekening

Sales: 20% by in coop vir individuele verkope
 • 30% betaal as aksie / medelede vir kontrakte

Maandelikse vergaderings
 - Fin State
 - Operasioneel
 - Maatwerk

Kleinse, Actia Craft, Co-op

ISACC stel plaaslike kunstenaars bekend aan die wêreld soos waardering vir die plaaslike kultuur + landskappe om te inspireer.



Kleinse Kluggete Boek.
 Fondse vir materiaal masjien

Gedone: in spore + kinders
 Bestuurder

Afflowering - Verpak + cover

Begroting

Verkoop kunstwerk by Tormore Seamount met 20% mark-up

Lewer op bestelling opbouer op in kontak (nie gestuur)

Behoue afflowering ook internasionaal

Creditekaart

Endasement

Testimoni

Gedone Middel



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