

SYNOPSIS OF FINANCE WORKSHOP AND NETWORKING EVENT ON 19th / 20th March 2013

Implementing the Business Plan

Outlined below are the key messages from each speaker, to access slides of their presentations please visit the EI corporate website at www.enterprise-ireland.com/financeforgrowth

Continuing on from last months workshop, Patrick Burke, Partner at Grant Thornton explored how an SME can convert the business plan into an action plan. He examined the use of KPI's, how they can be used to align your organisation to the stated strategy and how to roll out the plan across the organisation. Stephen O'Brien the COO, shared his experience on how they implemented their business plan.

Some key messages are outlined below:

- Strong financial performance will open up funding options – you need to present your company in the best possible light when engaging with investors / banks so present quality and timely information
- To get from a small to large company you need to use KPI's – they are a need to have not a nice to have
- Don't go out and buy an MIS immediately – there is plenty that can be done by just looking at existing information in a different way – many providers will offer a free trial of their tools, try them out

1. **Jackie Fitzgerald, Enterprise Ireland and Brendan Hallahan, EI mentor** – spoke about the mentor engagement process, what a company can expect from it and the benefits