



STRATEGON

STRATEGY | COMMERCIALISATION | PEOPLE | CAPITAL

Business Development Strategies

**VISTA 2012 Conference
May 2012**

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Sydney | Adelaide | Singapore

www.strategon.com.au

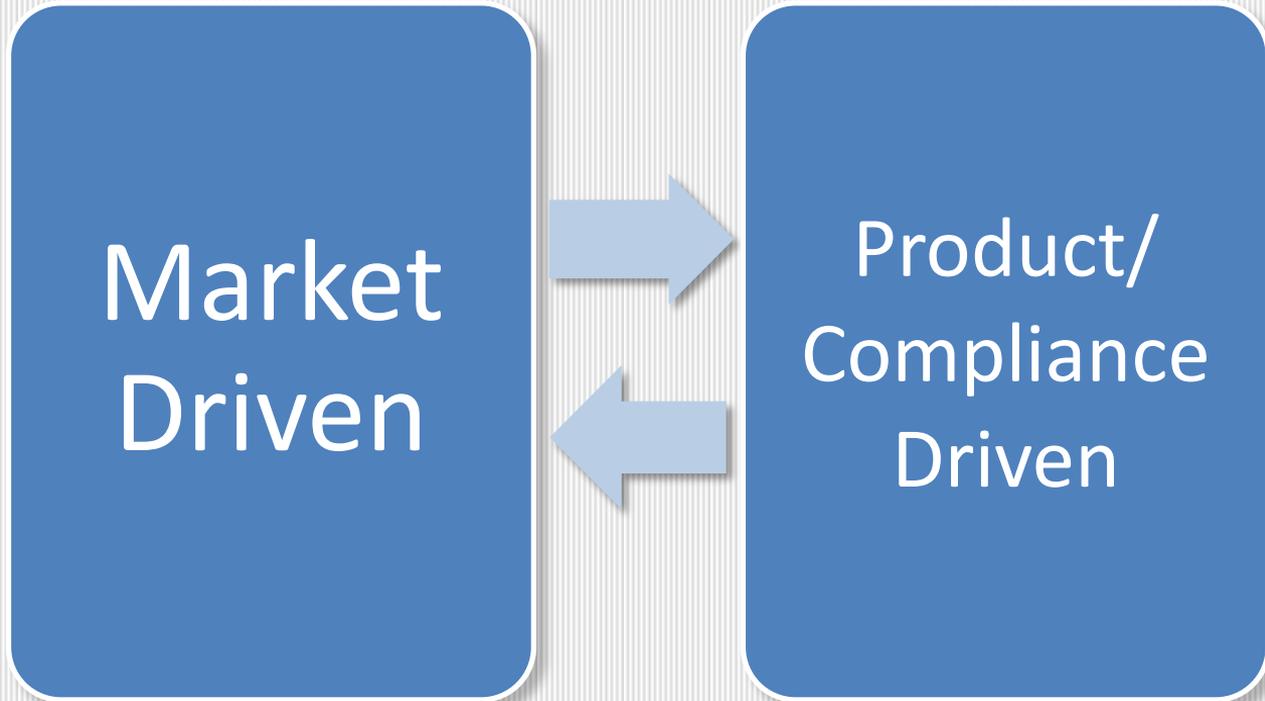
SOME KEY IDEAS ON BUSINESS DEVELOPMENT

Although we didn't go through all of these ideas in the 45 minute session, this ppt is a compilation of thoughts on what's critical to business development within an RTO.

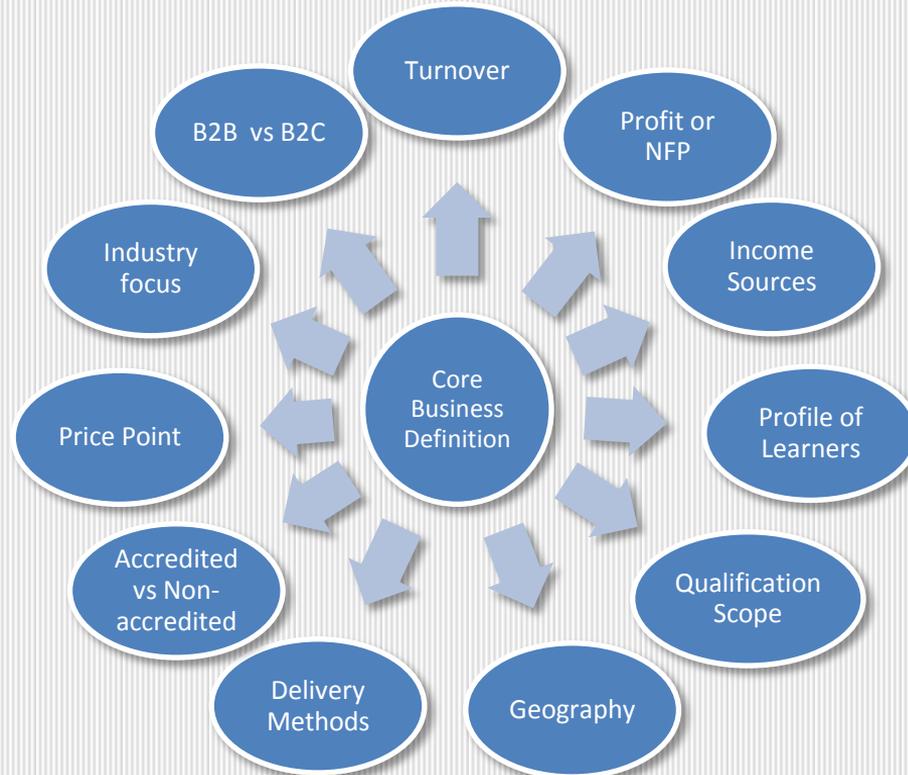
Hope you find it useful!

Peter Graves, Strategon

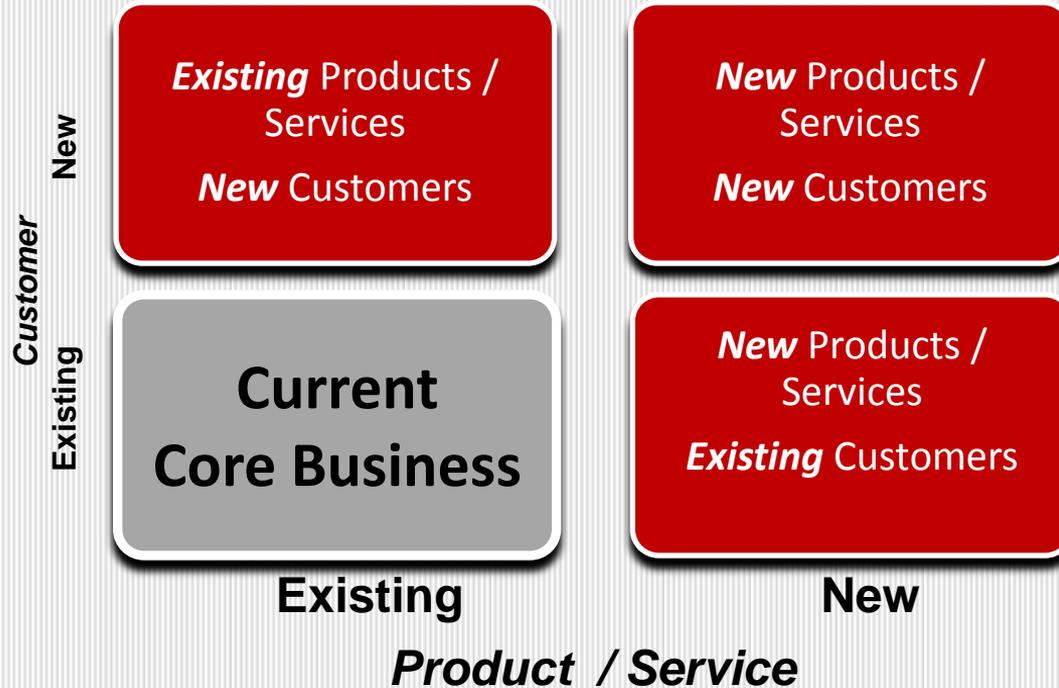
KEY IDEA 1: MARKET vs. PRODUCT/COMPLIANCE DRIVEN



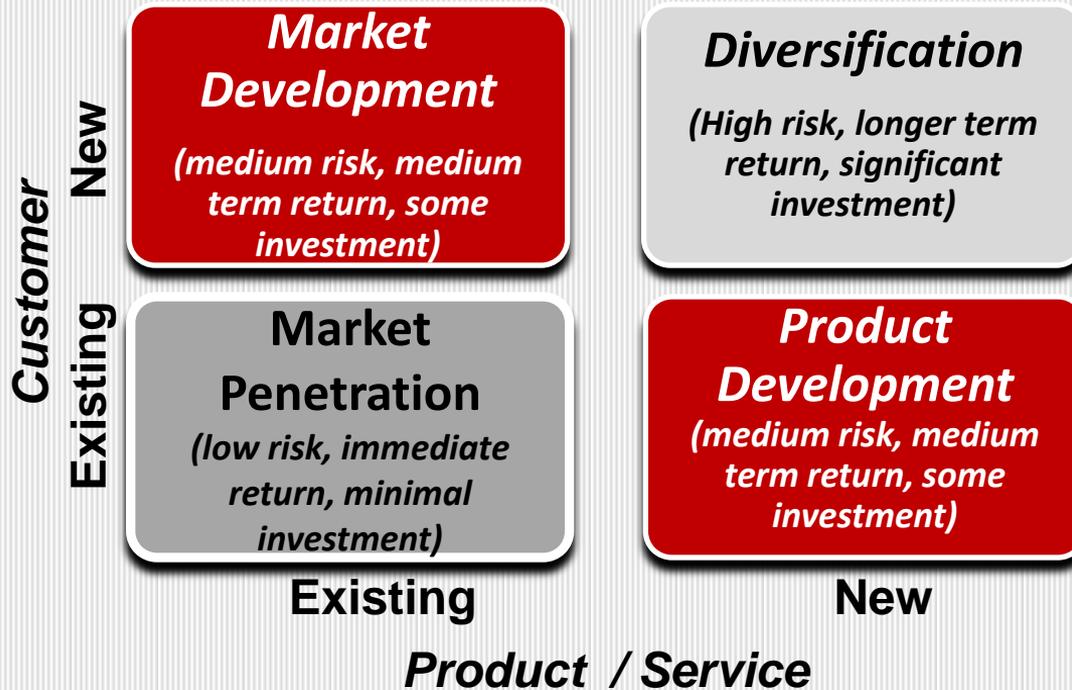
KEY IDEA 2: BUSINESS POSITIONING



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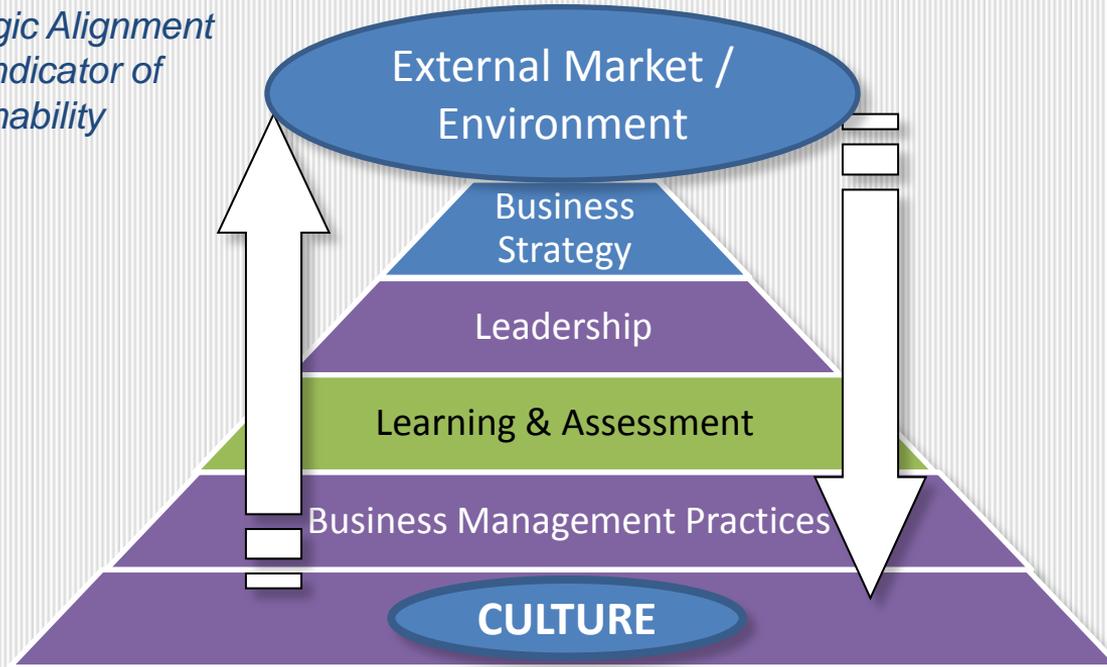


KEY IDEA 2: BUSINESS POSITIONING



KEY IDEA 3: STRATEGIC ALIGNMENT

*Strategic Alignment
is an indicator of
sustainability*



KEY IDEA 4: MARKET ENGAGEMENT

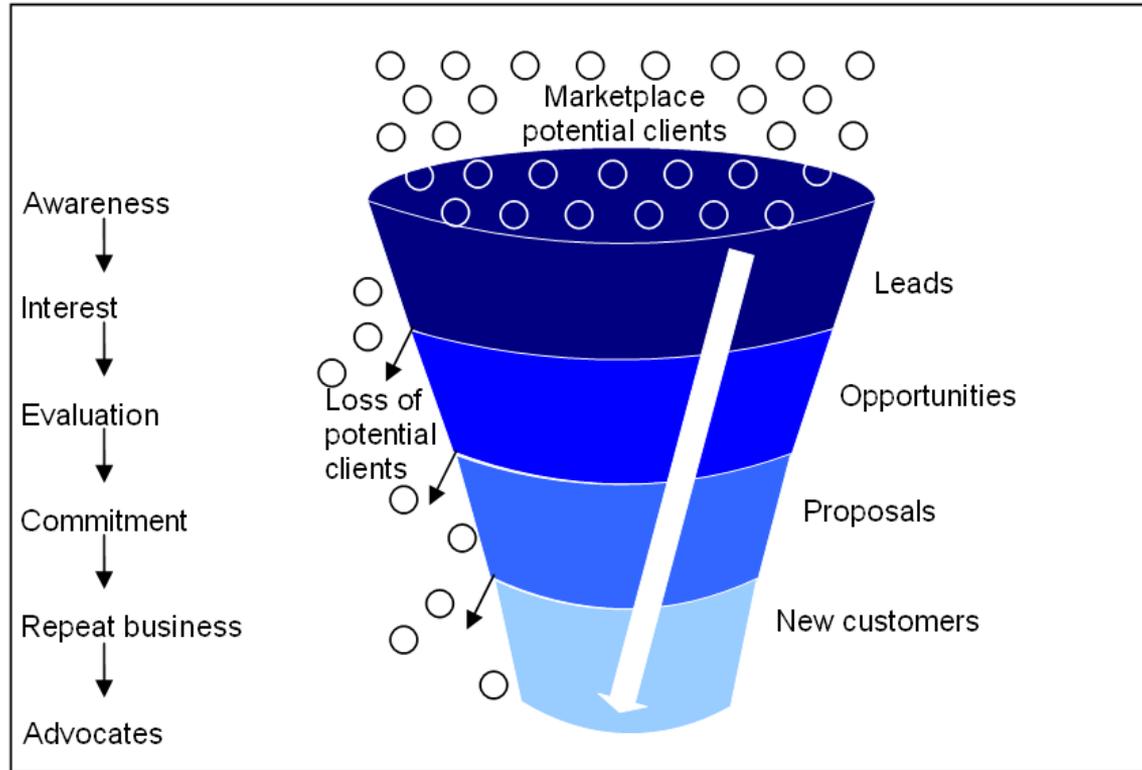
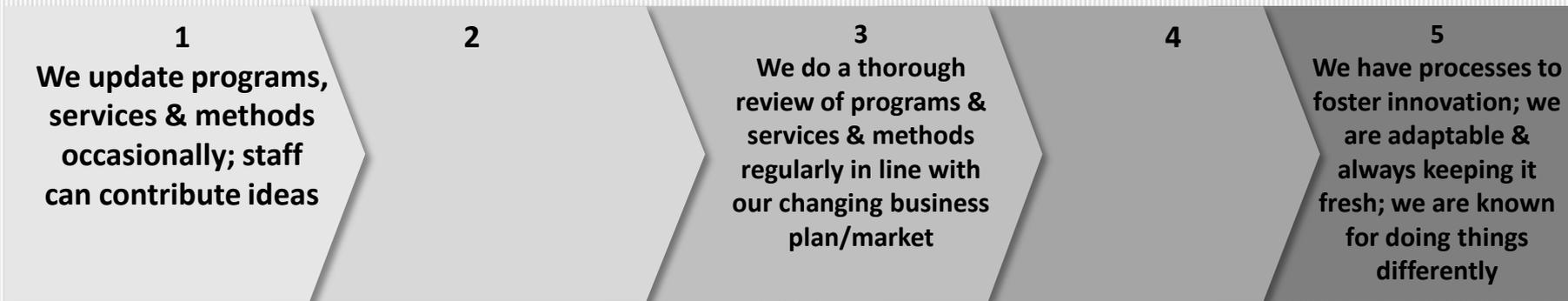


Figure 7. – The marketing funnel

KEY IDEA 5: INNOVATION

RTO's who are successful in growing their business embrace innovative approaches to teaching and learning – where is your RTO on this continuum? How does your RTO differentiate its offering from its competitors? What makes you compelling to students and enterprises?



Innovation in Teaching & Learning Practices

KEY IDEA 6: PERFORMANCE MEASUREMENT

Creating a performance dashboard to:

- communicate strategic intent (what's important, future focus)
- monitor business development effectiveness
- foster a performance culture.

Business Positioning, Strategy and Market Engagement

Learning Design and Delivery

Business Management and Operations

Information

Admissions

Enrolment

Delivery

Assessment

Exit

Ascertain needs

Promotion

Define profile

Enquiries

Set up deploy profile

Enrolment

Selection

Identify support needs

Delivery / learning activity

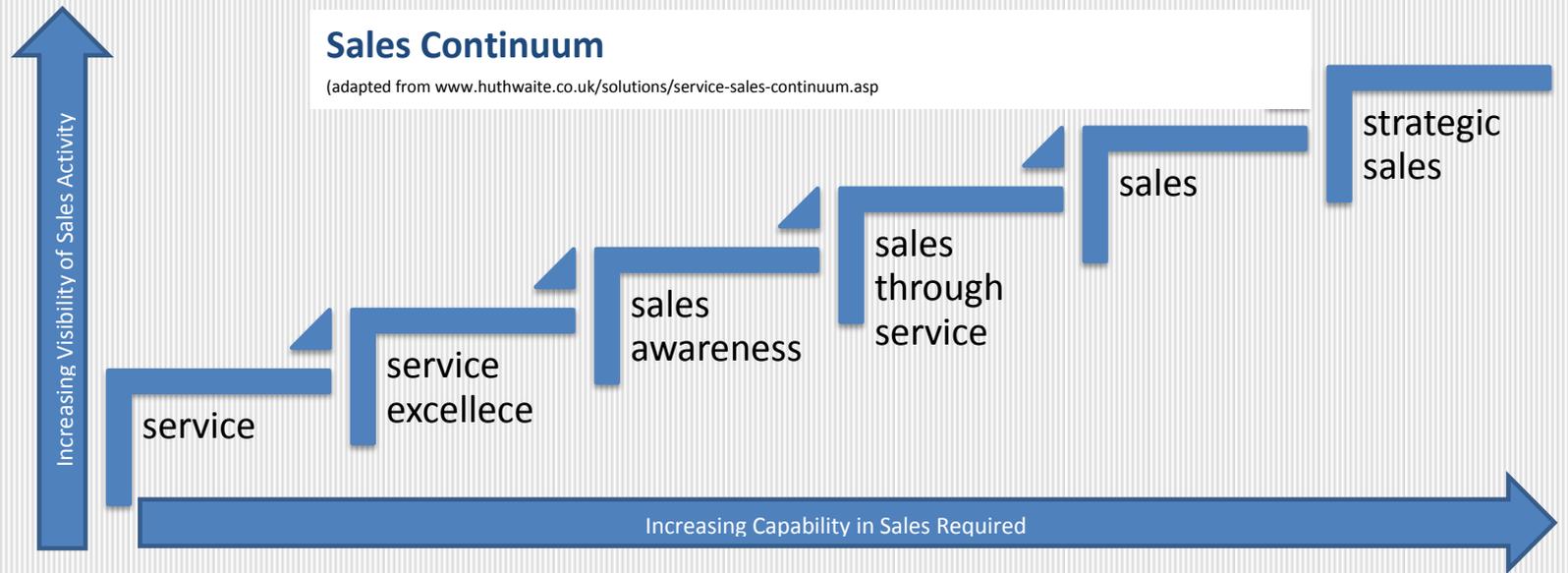
Assessment and result entry

Final result entry

Reporting

Exit management

KEY IDEA 7: EVERYONE HAS A CONTRIBUTION TO MAKE TO BD



KEY IDEA 8: BUSINESS DEVELOPMENT STRATEGIES – YOU AND YOUR PROGRAM AREA

- **How well am I positioned to contribute to BD?**
- **How well is my program area or RTO positioned for BD?**

Review the checklist (word doc)

THANKS FOR YOUR PARTICIPATION

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