

Lt Col (Ret) Bill Baisden

- 37 Years Florida Air National Guard
- 5 Years on the Bomb Squad
- 23 Years as a Military Planner
- ? State Hurricane Response
- 6 Years assigned to Pentagon
- 3 Years as Chief Air National Guard
Director of Homeland Security

Outcomes

- Understand the importance of planning
- Understanding what a plan Accomplishes
- Core Elements of a Business Plan

Planning

The Plans is not as important as the understanding gained through the Process of Planning.

In an Emergency it is the Individual and this understanding that is vital to success.

Business Continuity

Maintaining the ability to serve your customers in all contingencies

Business Opportunity

Serving the needs of those in trouble

Public Relations

What Assets can you contribute to the relief effort

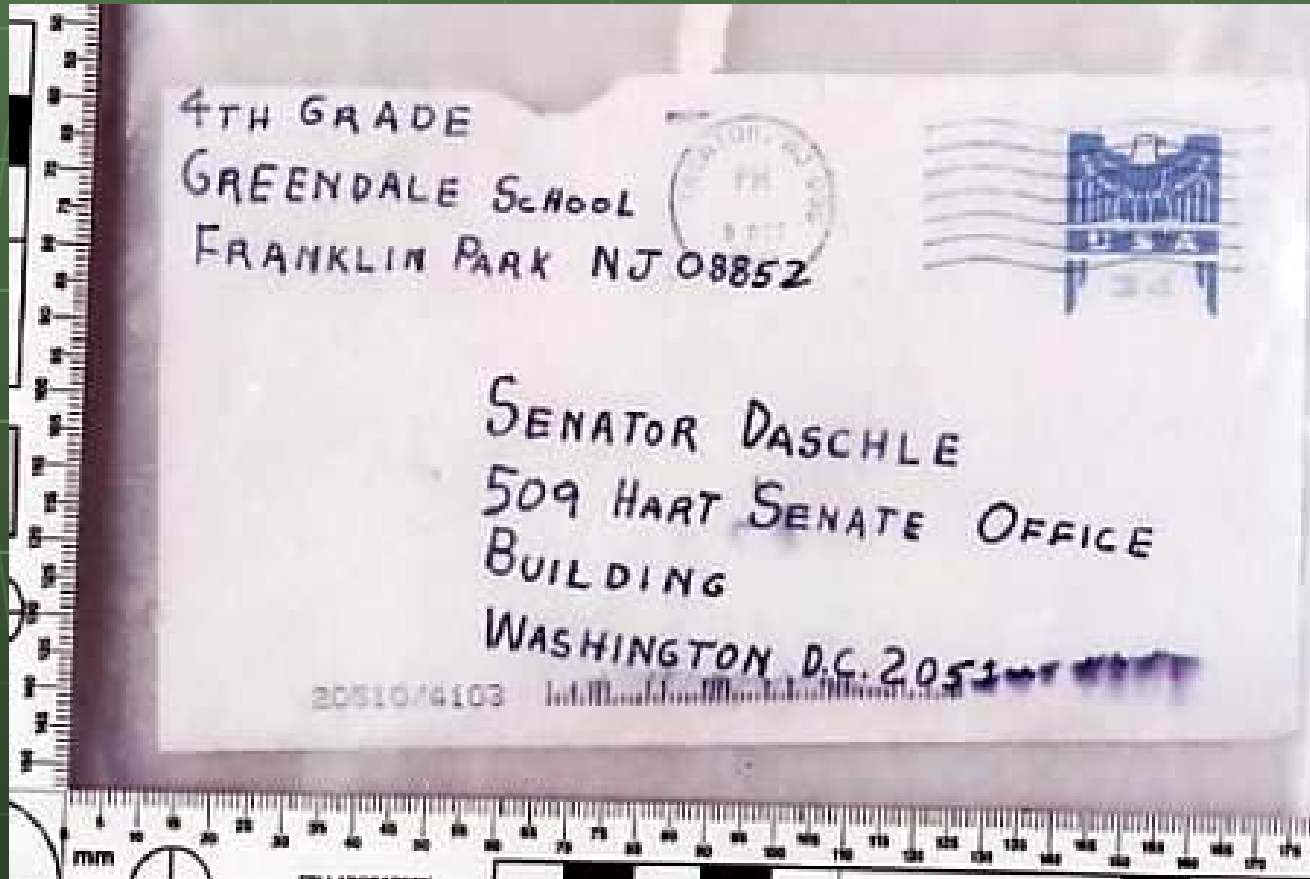
Customer and Supplier Expectations

- What do your customers expect
- What can your suppliers provide

What can a Plan Accomplish



What can a Plan Accomplish



What can a Plan Accomplish



Elements of a Business Plan

- What do your customers expect
- What can your suppliers provide
- Communication
- Employee training
- Operational environment
- External Forces

Review

- Understand the importance of planning
- Understanding what a plan Accomplishes
- Core Elements of a Business Plan

Discussion

