

## DPM International

### Strategic Thinking

Strategic thinking requires vision, mission, realistic goals and a strategy to achieve these goals. Strategic thinking may be applied to all levels of our lives, i.e. personal development, community development, national development and international development. The United Nations Millennium Development Goals (MDGs) is a good example of strategic thinking at the international level.

Every government, organisation and individual should establish their strategic direction which should include a vision, mission, goals, objectives and strategies. In addition, there are various existing tools that can help in every day strategic planning. These include: project/programme management; business plan; and monitoring and evaluation.

In today's dynamic global environment, it is especially important for national governments and development practitioners to pursue long-term goals built on sound strategic thinking.

*Excerpt from our August Newsletter, continued in September Issue*

### Writing a Wining Business Plan

Jamaica is now in an era where the entrepreneurial spirit is being rekindled. This is being encouraged and fuelled by the government's commitment to the development of the micro, small and medium enterprise (MSME) sector; and the new and easy procedures for establishing a company. In addition, the Caribbean Single Market (and Economy), CSM presents numerous potential opportunities and growth for Jamaica's business sector and market linkages across the Caribbean.

Now is the time to consider putting into action that brilliant business idea of yours or if you are already running a business/company, you should consider ways to increase your growth potential. But first, it is important that you plan your every move and try to develop realistic contingencies. One does not have to be a financial guru to understand market trends. An advice is to read, read and read. The internet provides good information on issues that may affect the global economic climate. Nearer to home, the Financial Gleaner offers useful insights into who is doing what and why. Information in this regard should assist you to plan for the future.

A business plan is a good way to set out your path for the financial success of your business venture. Your plan should be flexible and dynamic, making allowance for appropriate changes and adjustments.

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