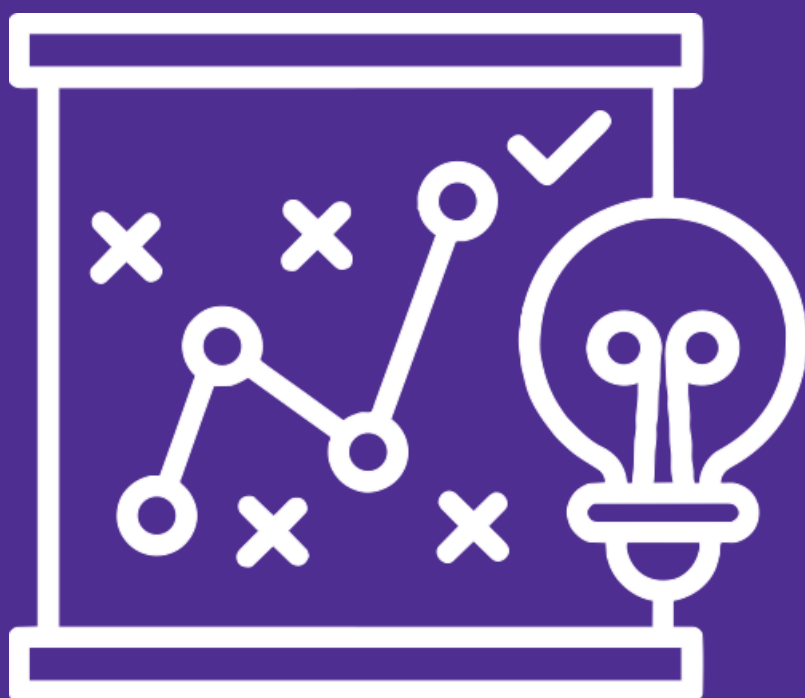


The Invincible Business Plan

Develop the structured planning capability required to design credible, investor-ready business plans that translate strategy into execution



WHY STRUCTURED BUSINESS PLANNING MATTERS

Strengthen commercial credibility and reduce execution risk

Many business plans fail not because the idea lacks potential, but because the structure lacks rigour. Plans are often overly optimistic, insufficiently detailed, or disconnected from operational reality. When assumptions are weak and execution pathways unclear, stakeholder confidence declines and implementation falters.

This programme builds disciplined business planning capability. It enables professionals to connect strategy, market positioning, financial logic, and operational execution into a coherent and credible plan.

WHY STRUCTURED BUSINESS PLANNING MATTERS

In modern organisations, strong planning directly impacts investment readiness, strategic clarity, and sustainable growth.

Without structured business planning, organisations may experience:

- Over-optimistic projections
- Weak alignment between strategy and execution
- Poor financial logic
- Unclear operational structure
- Reduced stakeholder confidence

The Invincible Business Plan equips participants with practical planning frameworks that strengthen clarity, realism, and execution discipline.

PROGRAMME OVERVIEW

The Invincible Business Plan helps participants understand:

- The core components of a professional business plan
- Business model clarity and value proposition definition
- Market positioning and competitive logic
- Financial assumptions and planning discipline
- Operational structure and implementation planning
- Risk awareness and mitigation thinking

Participants develop a structured planning approach that connects commercial ambition with realistic execution.

The result:

Stronger credibility.
Clearer execution pathways.
Greater stakeholder confidence.

A business plan is not a document.

It is a structured commitment to action.

What This Programme Prepares You to Do

The Invincible Business Plan equips professionals with the capability to design structured, investor-aware, and operationally realistic business plans.

The programme focuses on real-world application, enabling participants to transform strategic ideas into disciplined execution frameworks within their organisational context.

PARTICIPANTS DEVELOP THE CAPABILITY TO

- Structure professional business plans clearly and logically
- Define business models and value propositions precisely
- Translate strategy into operational action
- Develop realistic financial assumptions
- Strengthen market positioning clarity
- Identify and mitigate planning risks
- Present plans confidently to stakeholders

OUTCOMES FOR PARTICIPANTS

- Produce executive-ready business plans
- Improve commercial credibility
- Strengthen alignment between strategy and execution
- Increase stakeholder confidence
- Reduce avoidable implementation gaps
- Improve financial planning discipline
- Enhance structured decision-making capability

Programme Structure and Delivery Options

Programme Duration

3 Days / 15 hours

Delivery Format

Instructor-led (online)

Flexible Delivery

Adaptable for organisational requirements and strategic planning workshops

Organisation Bundles

Organisational packages and volume discounts available

Instructor-led delivery

Every training unit is delivered by professionals with practical commercial and strategic experience – ensuring learning is grounded in real business environments.

HOW LEARNING IS APPLIED

Participants work through structured planning exercises, financial assumption workshops, and applied case scenarios that reflect real entrepreneurial and corporate planning challenges.

PARTICIPANTS EXPLORE

- ✓ Designing structured business plans
- ✓ Clarifying value propositions and business models
- ✓ Building realistic financial assumptions
- ✓ Translating strategy into operational structure
- ✓ Identifying risk and implementation gaps
- ✓ Presenting plans to investors and stakeholders

PROGRAMME DELIVERY

- Instructor-led delivery by subject-matter experts
- Online formats
- Practical and interactive sessions
- Applied planning workshops and case exercises

COURSE PREREQUISITES

No prior business planning certification is required.

The programme is suitable for professionals seeking to strengthen commercial planning capability.

THIS PROGRAMME IS DESIGNED FOR

- Entrepreneurs
- Business owners
- Company managers
- Strategy professionals
- Individuals developing new ventures or expansions

WHAT THIS TYPE OF TRAINING DELIVERS

Commercial Discipline

Strengthen business logic and realism.

Execution Alignment

Connect strategy to operations.

Investor Readiness

Present credible, structured plans.

Planning Confidence

Reduce ambiguity in decision-making.

The result:

Stronger business credibility. Improved execution readiness.
And structured growth where it matters.

COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

Turning capability into national outcomes.



ASSESS

Understand the real operating world



DESIGN

Build training that fits the sector



DELIVER

Teach through Saudi SMEs and practitioners



SUSTAIN

Embed the change inside organisations

What this Ensures

- Skills that match global industry demands, not generic international templates.
- Immediate operational impact, because training is built around real sector challenges.
- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for
the course
through the
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