



Structured around Anabaptist Financial's Ten Blocks of Business Knowledge, our workshops provide a kingdom-focused, distinctly Anabaptist business training. Learn how to integrate faith into all business activity while gaining new business skills and knowledge. Join us for a unique opportunity to:

- Participate in a small-group, hands-on setting for maximum learning and practical application
- Gain new business skills and knowledge through peer learning, discussion, guided practice, and case studies
- Hear seasoned instructors teach from an Anabaptist, biblical worldview
- Work out and apply new business management tools, using your real business situations and challenges

*We use multiple training approaches to fit various learning styles of students. Lecturing is limited to no more than 50 percent of workshop time. Workshops are independent of each other and may be taken in any order.*

### WORKSHOP INSTRUCTORS:

**Leonard Meador** – Rossville, IN  
Business Management Consultant,  
Anabaptist Financial Business Advisor

**Larry Troyer** – Sugarcreek, OH  
CFO of ProVia, Anabaptist Financial  
Business Advisor

SEE INSIDE TO REGISTER  
BUSINESS  
PLANNING  
WORKSHOP

55 Whisper Creek Drive  
Lewisburg, PA 17837



# BUSINESS PLANNING WORKSHOP

Middlebury, IN

**January 19-20, 2021**

*Das Dutchman Essenhaus*

*240 US-20, Middlebury, IN 46540*



Stewardship  
Resources

The educational division of Anabaptist Financial

# Workshop Schedule

January 19-20, 2021

Middlebury, IN

Tuesday, January 19, 2021

7:45 – 8:00 AM Registration, Coffee, Seating

## - Overview of the Business Plan

Why have a business plan? What is the process to create one? Business planning should be a path of discovery, starting from where you are today. It should be guided by sound business principles, but even more importantly, by seeking God's will and the counsel of others.

## - Company Culture

A company culture begins with looking at your company's history, mission, vision, and values. Why does your business exist? Where do you intend to go? What values guide the business?

## - Market Strategy

Evaluate the economics of your marketing to decide which customers to target. Summarize what makes you stand out in the competition, and define your unique corner of the market. What does the ideal customer uniquely value about you and your business?

## - Business Framework

## - SWOT Analysis

Create a SWOT analysis for a sample company.

4:00 PM Closing

Wednesday, January 20, 2021

7:45 AM – 8:00 AM Coffee, Seating

## - Annual Plan – People

How solid is your employee support system? Are your people in their best places? Where does HR fit into the business plan? Planning for people is an important Biblical principle.

## - Annual Plan – Finance

Understand common reports, ratios, and trends to create a budget that works. Your profit & loss sheet can reveal trends and help you brainstorm solutions to make sure the budget aligns with changes or improvements in your business plan.

## - Annual Plan – Operations

Identify which key performance indicators (KPIs) and metrics you will use to evaluate the performance of your business. Know your current operational efficiencies to know what changes and improvements to make.

## - Annual Plan – Marketing

Learn how marketing fits into your business plan. Describe who your customers are and how you plan to reach them. Determine ways to maintain and increase your future market share.

## - Executive Summary

Describe who you are, what you do, and why you do it. This includes a short, historic sketch of your company.

## - Wrap-Up and Q & A

4:00 PM Closing

*Using a case study, attendees will gain an understanding of the structure of the business plan and the process of developing one for your business. A template is provided as a tool for use in the class as well as to assist you in creating your business plan.*

# REGISTRATION

Business Planning Workshop, *IN*

**Please list each person so we can prepare name tags. Limit three people per company. Thank you.**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

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## **Please include payment with your registration.**

Registration due by January 5, 2021.

\$550 per attendee for two days. Includes:

- Lunch both days
- Pre-workshop reading materials
- Student workbook with instructional content and workshop activities
- Business management tools

To register, call 570.468.1268 or email [workshops@afweb.org](mailto:workshops@afweb.org).

If registering by mail, return this form with a check payable to **Stewardship Resources** and mail to the address listed below.

If cancellation is made within two weeks of workshop date, 50% of registration fee will be refunded.



**Stewardship  
Resources**

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