

Professional Practice Seminar Blog

Week Six – Seminar Six

Attendance: 80%

Attendees: Matthew Bingham, Elizabeth Cowin, Heema Mistry, Sarah Young

Date: Monday 8th November

Tutors: Anthony Dalby, Simon Chiou

Business Tactics

Last week we had decided not to set any tasks to be completed for this week. This gave us time to reflect on the work that we had completed since the start of the project and what we need to do in order to move forward as a business. At the start of the session Anthony Dalby showed us the link between the strategies that we've considered and tactics. He went on to talk about the characteristics of tactics which were defined by SMART.

Specific - Describes responses to the strategy in terms of clear actions

Measurable – Define your actions in terms of numerical targets

Attainable – ensure that your firm can really attain your actions

Relevant – Check that your proposed actions will achieve the intended results

Time-Bound – The action has a time limit to be achieved

As well as this it was discussed to think about who was in charge of implementing these tactics and later in our group discussion we decided that tactics were something that we wanted to deal with together as a company, applying our specialities where needed.

We then broke into groups and Simon Chiou immediately came over to us for a tutorial. We asked any questions we had (mainly how we were struggling with the strategies and tactics section) and he broke down our worries, applying them to how they would work in a real practice. He discussed how important a business plan was and where we could start in writing one, reassuring us that we already had all of the information but at this stage we needed to focus on condensing it down into our document. He also stated how we need to have confidence in our business because at the end of the day if we do not believe in ourselves then no one will.

Anthony then stopped our discussion to give us a briefing about the reflective writing for the end of this project and things we need to consider, this included writing techniques as well as how important it is to reflect at all stages of a project.

Finally, we went back into our groups and discussed our outstanding work. With our practice launch deadline around the corner we are aware that we need to work together to get everything that we want done and to build a good business plan that we are all confident in. At this stage it is apparent how well we are working as a team with our communication and understanding of every bodies ideas.