

Session Plan and Timings

Introduction and Course Aims (9:00am – 9:15am)

Care Service vs. Care Business (9:15am – 10:00am)

- Balancing Quality Care and Commercial Sustainability
- Common Pitfalls – How to Avoid

Know Your Numbers (10:00am – 10:45am)

- Pricing, Budgeting, Revenue and Margins

Break (10:45am – 11:00am)

Business Development (11:00am – 12:00pm)

- General Marketing and Digital Marketing
- Diversification
- Community Engagement

The Importance of Culture (12:00pm – 12:45pm)

- Creating a Culture of Accountability

Lunch Break (12:45pm – 1:15pm)

The Importance of Culture (cont.) (1:15pm – 2:15pm)

- Leadership vs Management

Strategy (2:15pm – 3:00pm)

- Work On The Business

Break (3:00pm – 3:15pm)

Strategy (cont.) (3:15pm – 4:15pm)

- Planning for the Future

Key Takeaways (4:15pm – 4:45pm)

- Final Wrap Up and Q&A

Additional Info about Content

- ⇒ The course is based on our many years of experience running, operating and supporting a wide variety of care businesses.
- ⇒ The content includes many real-life examples.
- ⇒ The day includes 3 breakout group exercises.