

## GET-UP Lesson Plan for Masterclass

### Module 7: Managing the Money

#### Unit 3 – Financial Planning and Forecasting

**Learning Outcomes:** On completion of this workshop, green entrepreneurs (learners) will be able to:

- ❖ Understand the basics of financial planning and forecasting
- ❖ Complete a budget for their business
- ❖ Use financial planning tools to monitor the success of their business
- ❖ Link budgets to other aspects of their business plan
- ❖ Set financial goals for their business
- ❖ Integrate financial planning and forecasting into their business plan

Content and Instruction Method	Timing (minutes)	Materials/ Equipment Required	Assessment/ Evaluation
<p><u>Trainer recap and presentation:</u></p> <ul style="list-style-type: none"> <li>❖ Using a flipchart, the trainer recaps on some of the key terms from Unit 2 which apply to financial planning:               <ul style="list-style-type: none"> <li>❖ Budget; Cash Flow Forecast; Cash Flow Statements, Fixed Expenses, Variable Expenses, etc.</li> </ul> </li> <li>❖ Next, using a PowerPoint Presentation, trainer presents a short overview of the processes involved in financial planning and forecasting</li> </ul>	<u>10 minutes</u>	<ul style="list-style-type: none"> <li>❖ Flipchart with key terms and definitions written on it;</li> <li>❖ Markers;</li> <li>❖ Pens and note-taking equipment for learners;</li> <li>❖ PowerPoint Presentation;</li> <li>❖ Projector and screen;</li> <li>❖ Laptop.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Learners will take notes to support their learning.</li> </ul>
<p><u>Trainer presentation:</u></p> <ul style="list-style-type: none"> <li>❖ Using PowerPoint slides, the trainer introduces the importance of cash flow planning for start-ups.</li> <li>❖ Using PowerPoint slides, the trainer introduces</li> </ul>	<u>30 minutes</u>	<ul style="list-style-type: none"> <li>❖ PowerPoint Slides;</li> <li>❖ Projector and screen;</li> <li>❖ Laptop;</li> <li>❖ Pens and note-taking</li> </ul>	<ul style="list-style-type: none"> <li>❖ Learners will engage fully in the group discussion and will take notes on how to complete the sample budget</li> </ul>

<p>learners to budgeting for their business by covering:</p> <ul style="list-style-type: none"> <li>❖ What should your budget cover?</li> <li>❖ What will your budget need to include?</li> <li>❖ How can you use your budget to monitor your business performance?</li> <li>❖ What is the difference between difference between fixed and variable costs?</li> <li>❖ How can you calculate key financial indicators (e.g. profit margins) for your business using your budget?</li> <li>❖ Next, the trainer presents a sample budget from a micro-enterprise; and talks the learners through how to complete the find the figures for each budget heading and how to complete the template.</li> <li>❖ Trainer then facilitates a short group discussion on completing a budget.</li> </ul>		<p>materials for learners.</p>	<p>template.</p>
<p><i>Individual Learner Activity:</i></p> <ul style="list-style-type: none"> <li>❖ Asking learners to think of their own business, the trainer distributes copies of a '<b>Budget</b>' template to all learners.</li> <li>❖ Learners are invited to work on their own to complete the '<b>Budget</b>' template for their own business – the trainer will be on hand to answer any questions that may arise.</li> </ul>	<p><u>20 minutes</u></p>	<ul style="list-style-type: none"> <li>❖ Copies of '<b>Budget</b>' template for all learners (see Annex 1);</li> <li>❖ Pens and note-taking materials for learners.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Learners will complete the 'budget' template for their business idea and will use this to develop a financial plan for their business.</li> </ul>

<p><u>Individual Learner Activity:</u></p> <ul style="list-style-type: none"> <li>❖ Using the budget template from the last exercise, the trainer invites learners to use the outcomes of this budget to complete a SWOT Analysis for their business idea.</li> </ul>	<p><u>10 minutes</u></p>	<ul style="list-style-type: none"> <li>❖ Copies of '<b>SWOT</b>' template for all learners (see Annex 2);</li> <li>❖ Pens and note-taking materials for learners.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Learners will complete the 'SWOT' template for their business idea and will use this to develop their business plan.</li> </ul>
<p><u>Trainer presentation:</u></p> <ul style="list-style-type: none"> <li>❖ Using PowerPoint slides, trainer introduces how to set financial goals for a business and gives examples of financial goals for start-ups and micro-enterprises.</li> <li>❖ Based on the results of the presentation, learners are invited to define 2/3 financial goals for their business.</li> <li>❖ Learners are encouraged to relate these financial goals to their business goals by asking themselves – <b>What do I want to get out of starting a green business?</b> – and then asking how these business goals will shape the financial dynamics within the business.</li> </ul>	<p><u>10 minutes</u></p>	<ul style="list-style-type: none"> <li>❖ PowerPoint Slides;</li> <li>❖ Projector and screen;</li> <li>❖ Laptop;</li> <li>❖ Pens and note-taking materials for learners;</li> </ul>	<ul style="list-style-type: none"> <li>❖ Learners will take notes to support their learning.</li> <li>❖ Reflecting on their own business idea, learners will set 2/3 financial goals for their business which will be integrated into their business plan.</li> </ul>
<p><u>Closing Session and Evaluation</u></p> <ul style="list-style-type: none"> <li>❖ Trainer closes the master-class with a short verbal feedback session.</li> <li>❖ Trainer will distribute copies of the workshop evaluation form to learners and asks them to complete it.</li> </ul>	<p><u>10 minutes</u></p>	<ul style="list-style-type: none"> <li>❖ Copies of evaluation forms for learners;</li> <li>❖ Pens and note-taking materials for learners;</li> <li>❖ Flip-chart and markers for verbal feedback</li> </ul>	<ul style="list-style-type: none"> <li>❖ Learners will engage fully in the evaluation and feedback activities and will complete the evaluation form.</li> </ul>
<p><b>Total Time</b></p>	<p><b>90 minutes</b></p>		

## Annex 1 – Template – Budget

	Budget	Actual	Under/Over
<b>Income</b>			
<b>Operating Income</b>			
Category 1			
Category 2			
Category 3			
Category 4			
Category 5			
Category 6			
Category 7			
<b>Total</b>			
<b>Expenses</b>			
<b>Operating Expense</b>			
Accounting & Legal			
Advertising			
Depreciation			
Dues & Subscriptions			
Insurance			
Interest Expense			
Maintenance/Improvements			
Taxes & Licenses			
Telephone			
Travel			
Utilities			
Web Hosting & Domains			

## Annex 2 – Handout – Sample SWOT Analysis

To complete this simple SWOT Analysis template, reflect on your sample budget for your business and ascertain what are the Strengths, Weaknesses, Opportunities and Threats posed to your business from a financial perspective. Complete the following template accordingly.

<b>Strengths:</b> <ul style="list-style-type: none"><li>▪</li><li>▪</li><li>▪</li><li>▪</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>▪</li><li>▪</li><li>▪</li><li>▪</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>▪</li><li>▪</li><li>▪</li><li>▪</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>▪</li><li>▪</li><li>▪</li><li>▪</li></ul>