



The One Thing You Need to Know: The SCQuARE way to better business planning and decision making

Ross Lovelock

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A tried and tested formula for business planning

What is the one thing you need to know in business? What's the single most important aspect of business to master in order to succeed and grow? It has to be planning. Whether you're sitting down to plan a whole brand strategy or tasked with planning a single product and taking it to market, nailing the planning and decision making will ensure you have full buy-in from all stakeholders, a high level of market knowledge, know exactly what value your product or service brings and a thorough understanding of how the financials will work. In short, you'll have an idea that succeeds. Ross Lovelock and his company SCQuARE have spent the last 20 years developing a formula for such planning. Ross has shared this formula with some of the world's leading companies – now he's going to share it with you. *The One Thing You Need to Know* is a complete business planning toolkit.

- A simple, implementable explanation of how to bring a product plan or a brand strategy together
- Will teach you the critical business skill of creating and selling plans
- Learn how to think through a complex business problem, create the right solution and then sell it through the corporate maze
- Explains exactly how to distil vast amounts of information into a compelling business story that will warrant a YES decision from the boss



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