

Business Plan 2022



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Business Plan 2022

Jersey Business provides independent, confidential advice and support to businesses in Jersey.

We focus our activity on improving business performance and increasing economic impact.

- > Purpose, vision and values
- > Strategy
- > Delivery plan
- > Measures that matter



Our purpose, vision and values



Our purpose

Accelerating business success.



Our vision

A prosperous business community in Jersey.



Respectful

We value people as individuals.



Empowering

We share our expertise to help businesses achieve their goals.



Authentic

We are professional, independent and confidential.



Collaborative

We work as a team and love what we do.



Honest

We don't shy away from difficult conversations.

Our strategy

As Jersey's business support and development organisation, we play a **significant role in creating a productive future economy** in which businesses across all sectors contribute positively to the Island's long-term economic sustainability.

Our unique ability to work across sectors enables us to maximise the impact of business support activity by creating a range of interconnecting programmes and building an intimate knowledge and intelligence about the business community.

Supporting the Government's priorities

Government of Jersey's purpose

To deliver positive, sustainable economic, social and environmental outcomes for Jersey

Government of Jersey's 2022-2025 Plan



Improve Jersey's economic performance.



Continue to diversify our economy.



Increase the skills of our workforce.



Improve productivity to reduce population pressures

Jersey Business contributes by

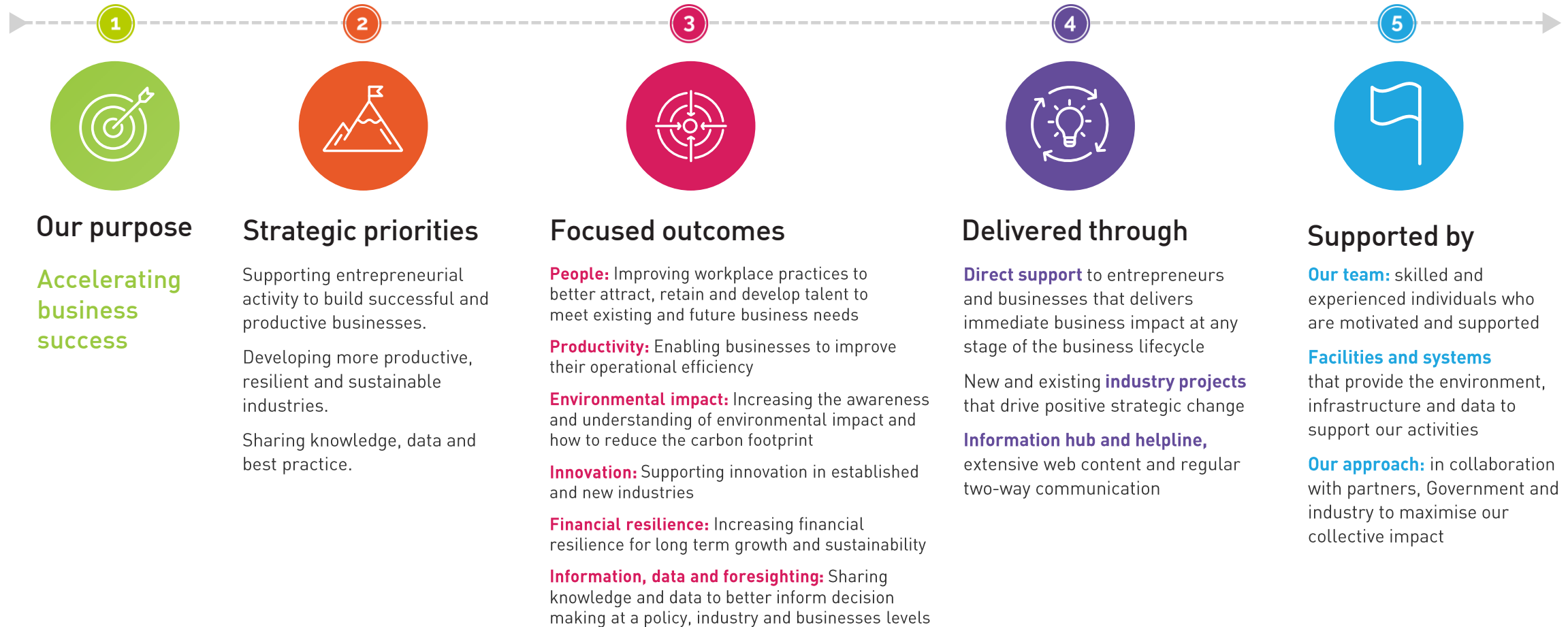
Increasing financial resilience for **long term growth and sustainability.**

Supporting innovation in established and new industries.

Improving workplace practices to better **attract, retain and develop talent** to meet existing and future business needs.

Enabling businesses to improve their **operational efficiency.**

Overview of our strategic framework



Our strategic priorities

As Jersey's business support and development organisation, we play a significant role in creating a productive future economy in which businesses across all sectors contribute positively to the Island's long-term economic sustainability.

Our unique ability to work **across sectors** enables us to maximise the impact of business support activity by creating a range of **interconnecting programmes** and building an intimate **knowledge and intelligence** of the business community.

Our **3 strategic priorities** deliver our core purpose and build on the work we have been delivering over the past two years to support the business community during and post the **Covid-19 pandemic** as well as the impact of **Brexit**. This work is informed by the **Government of Jersey's long-term strategic priorities** and the Covid-Recovery Support initiative. It is also influenced by the **Economic Council's 'New Perspectives' report** and the framework emerging from the **Future Economy Programme**.

Our 3 strategic priorities:



Supporting entrepreneurial activity to build successful and productive businesses



Developing more productive, resilient and sustainable industries



Sharing knowledge and best practice

Our focused outcomes

While our strategic priorities set the high-level objectives, we know that there are a number of **structural challenges** in Jersey's economy that we need to overcome.

As a result, we have identified **six focused outcomes** to address these challenges and give us a framework within which to develop and deliver business support.

All our activity is focused on delivering against **one or more of these outcome areas**.

1 People
Improving workplace practices to better **attract, retain and develop talent** to meet existing and future needs

2 Productivity
Enabling businesses to improve their **operational efficiency**

3 Environmental impact
Increasing awareness and understanding **environmental** impact and how to reduce **carbon footprint**

4 Innovation
Supporting **innovation** in established and new industries

5 Financial resilience
Increasing **financial resilience** for long term growth and sustainability

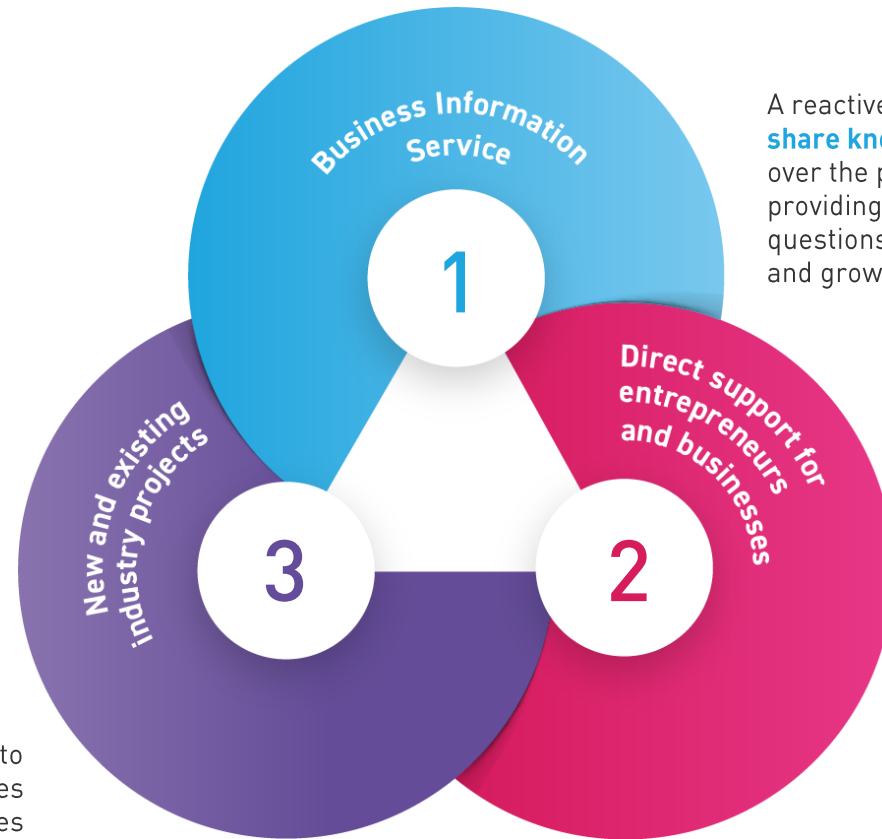
5 Information and foresighting
Sharing knowledge and data to better inform decision making at a policy, industry and business level

Delivered by our teams

We evolve our structure and expertise for long-term impact whilst being responsive to prevailing business challenges and Government priorities. We deliver our activity through **3 core areas**.

Our strategic priorities and focused outcomes are firmly in place, However, the specific interventions within these components are agile, and designed to address the most pressing issues and barriers to change within the economy. As a result, we can evolve our structure and expertise for **long-term impact whilst being responsive to prevailing business challenges and Government priorities**.

Developing and driving solutions to address issues and opportunities that are shared by businesses across key industries to **drive positive strategic change**.

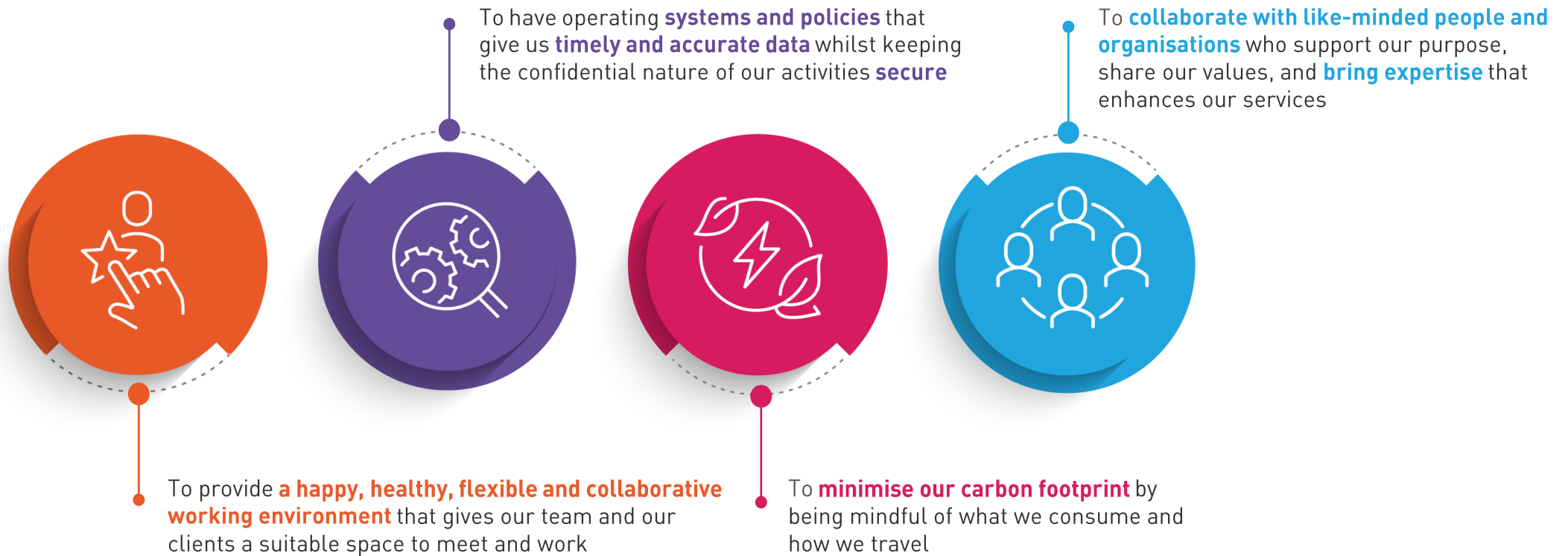


A reactive service through which we **share knowledge and information** over the phone, by email and online providing answers to specific questions about starting up, running and growing a business in Jersey.

Proactive and bespoke **advice and support** provided by our business advisors, specialists and through support programmes, that deliver **immediate business impact** at any stage of the business lifecycle

Supported by our operations

As an organisation that supports the local business community and can impact more broadly on delivering Jersey's aim of being a sustainable wellbeing economy, it is important that we have **the highest operating standards**, relative to our size and scale. We operate within these principles:



Delivery plan

Our 2022 delivery plan sets out the key areas where we will provide packages of support to the business community.

Delivery plan

For 2022 we will continue to deliver high impact support packages to the business community. Focused on our six outcome areas, this work will deliver immediate business benefits whilst supporting Jersey's longer term goals of:



Improving
economic
performance



Driving
productivity
improvement



Diversifying
the economy



Improving
workplace
practices

Measures that matter

We have evolved a new set of measures to explain the impact that we deliver in a clear and transparent way.

Measures that matter: Jersey Business performance framework

Focused outcomes

2022 objectives

People

To support **20** leaders to improve their **leadership skills** to grow their business

To develop and roll out a **'Better Employer' toolkit** enabling companies to attract, retain and develop talent

Productivity

To support **16** businesses to implement business process changes that will improve their **efficiency**

To support **40** business to **increase revenue** through existing sales channels

Environmental impact

To support **30** businesses to better understand their **environmental** impact and how to reduce their **carbon footprint**

Innovation

To support new innovative **business opportunities** that will diversify the economy in Jersey

Encourage existing businesses to explore opportunities to **innovate** their products or services

Financial resilience

To support **6** businesses to access **new investment** to take their business to the next stage

To support our clients to implement plans and resources for **long term resilience and growth**

Information sharing and foresighting

To provide businesses in Jersey with the **advice, support and information** they need

To support Government's policy and strategy development through provision of **real time data and insights**

Date of publishing: February 2022

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