

**YOUR TURN**

**PUBLIC HEALTH  
BUSINESS PLANNING**

**A practical guide**

## **Chapter One: Introduction**

The point in this chapter is to begin thinking broadly about applying business-like thinking to your work in public health. Try one or more of the following exercises to explore what you think or know about this.

Explore in writing your pre-conceptions about business thinking. What do you think are the best and worst characteristics of a standard business organization or business person? How do you, or does your organization, differ? What do you have in common?

Or, brainstorm the for-profit organizations that have a stake in the health of your community. Name at least ten. Why are they stakeholders? What particular group of people are they most interested in? What might they bring to a partnership with you? What do you have to offer them? Try to be as specific as possible.