

12-WEEK ENTREPRENEURIAL GROWTH COURSE

SESSION SUMMARY

1 Onboarding

Individual session where we discuss your personal and business priorities, the challenges you are currently facing, and review what you can expect over the next 12 weeks

2 Behavioral Toolkit

One of the Fundamental Skills in growing a business is getting good at understanding how to communicate with others, both your own team and with customers. This session will give you an introduction to DISC-based behavioral science and how it relates to effectively managing the people part of your business.

3 Mindset Mastery

Being an entrepreneur is tough, and keeping your mind “set” in the right direction can be one of the toughest things of all. This session will give you a series of tools to help you keep focused on the right things. We’ll take a deeper look into the concepts in the E-myth, discuss approaches to setting both business and personal priorities, and learn tools to help generate creative approaches to problems.

4 Strategic Plan

In this session, we will discuss what a strategic plan is and how to create an effective one. Strategic planning is primarily about deciding where you want to end up and then figuring out the specific tactics you will use to get there. This session will give you tools to work through both.



**FOCAL
POINT**

5 Creating Your Own Action Plan

In this one on one session, we will have a focused discussion about your own strategic plans. If you think you have a solid plan together, we'll focus on checking your assumptions and enhancing your plan. No idea where to start, this session will give you the one one-on-one support you need to create a real action plan to move your business forward.

6 Metrics

They say what gets measured gets done. This session will help you create practical ways to track what's happening in your business. We'll discuss the different types of indicators, when to use them, and cover a brief and practical overview of financial analysis.

7 Customers

In this module we begin a deep dive into how we define our customers, our competition and our value proposition. This module sets the foundation for the next two marketing modules.

8 Marketing

Most participants will want to start at this module, but without everything we have covered in prior modules, it is very hard to come up with the answers needed to build a solid marketing strategy. This module will cover a lot of ground in laying out the foundations of your marketing plan. We'll cover common pitfalls, market positioning, creating ideal customer profiles and how to select the right marketing tools for your business.

9 Personal Marketing Plan

In this one-on-one session, we will take the theory from the previous module and work to put it into a practical plan you can implement in your business. We'll get into specifics about who your customers are and how to connect with them.





10 Sales

For many doing “sales” is one thing they dread most. This module will help you understand how to build a sales process that will be comfortable for both you and your customers. We’ll cover sales theory fundamentals and give you the tools you need to confidently guide your clients throughout the sales process. We’ll also cover the basics of CRM tools and how to use metrics in tracking your sales program.



11 Constraints

In this module we will dive into what’s holding us back. Through a variety of concept discussions and exercises we will explore real and perceived boundaries that are holding back growth. Then we will work together to develop a way to manage, reduce and eliminate those constraints.



12 Personal Growth Plan

In this individual keystone session, we will review everything we have learned, the plans we have made and see what fine-tuning needs to be done as we continue to put our plans into action.



BONUS: Accountability Session

One of the biggest challenges in any plan is having built-in accountability. 1 Month after completing the group program we will work to bring everyone back together to hear how the plan is working, answer any questions and reconnect with our peers to share our success.

