

	<b>Entrepreneurial Growth Course</b>	<b>Date</b>
<p><b>Session 1: BEHAVIOR</b> Introduction DISC</p>	<p>Course overview, introduction to participants, confidentiality commitment, culture of success, behavioural styles and how they affect communication and motivation in interactions with others. One on one debrief completed outside of group session.</p>	<p>Tuesday, 5 March 2024 12-2pm CDT</p>
<p><b>Session 2: MINDSET</b> Sigmoid Curve Three Eyes of the Entrepreneur Goal Setting Mind Storming</p>	<p>The cycles that businesses, products and markets go through and how to benefit from them. The growth traps that need to be overcome for the business to be larger than the founder(s). Examine the 3 roles of an entrepreneur. How to effectively set and execute goals. How to systematically develop plans for the goals, projects and objectives that you set for yourself, you team and your business.</p>	<p>Tuesday, 12 March 2024 12-2pm CDT</p>
<p><b>Session 3: STRATEGIC PLAN</b> Defining Your Business The Golden Circles One Page Action Plan</p>	<p>Understanding the foundational questions that are required to develop a successful and ongoing strategic plan. Clarification on the core value of your business in the market place and how to develop a competitive advantage based on core values. Create a one-page action plan to ensure</p>	<p>Tuesday, 19 March 2024 12-2pm CDT</p>
<p><b>Session 4: METRICS</b> Metrics: KPI's &amp; KRA's Way to Wealth Formulas Financial Statements 101 Creating &amp; Using Dashboards</p>	<p>Understand the concept of business metrics and the relationship of actions versus results. Review the 3 formulas that stack upon each other and how to leverage the compounding effects to increase net profits. Develop a working understanding of a company's financial statements and the applicable ratios &amp; evaluations from an entrepreneur's perspective. Understand and develop simple &amp; powerful reports to monitor the direction and results throughout the organization for better management.</p>	<p>Tuesday, 2 April 2024 12-2pm CDT</p>
<p><b>Session 5: CUSTOMERS</b> Define Your Competition Define Your Ideal Customer Marketing Parthenon</p>	<p>Identify various types of competitors &amp; understand how to overcome them. Understand internal &amp; external customers. Define your ideal customers and map a psychographic profile for highly effective marketing, communication, and customer satisfaction.</p>	<p>Tuesday, 9 April 2024 12-2pm CDT</p>
<p><b>Session 6: MARKETING</b> Seven P's of Marketing Power of Branding: Corporate Power of Branding: Personal</p>	<p>Understand the elements to effective marketing plans and the key components to corporate &amp; personal branding. Create a marketing plan that builds authority and serves prospective and existing customers.</p>	<p>Tuesday, 16 April 2024 12-2pm CDT</p>

	<b>Entrepreneurial Growth Course</b>	<b>Date</b>
<p><b>Session 7: SALES</b> Superstar Selling Part 1: Prospecting Superstar Selling Part 2: Presenting Superstar Selling Part 3: Closing</p>	<p>Understand the 9 steps to a professional sales process and the behavioural psychology that applies to making buying decisions. Simple agenda template for professional client meetings that increases sales success without using pressure. The 4 key questions clients always need answers to prior to moving forward on a sale.</p>	<p>Tuesday, 30 April 2024 12-2pm CDT</p>
<p><b>Session 8: CONSTRAINTS</b> Removing Your Constraints Ricardo's Principle</p>	<p>Understand the theory of constraints, the concept of personal and business constraints and how to systematically identify and remove them. Review the principle of comparative advantage and how to benefit from doing fewer things.</p>	<p>Wednesday, 8 May 2024 12-2pm CDT</p>