

Small Business Management Program Outline - 2019 / 2020

Module 1 Introduction / Business Assessment

October 1st, 2019

- Program Goals and Objectives
- Preparing and Adapting to New Ideas and Strategies
- Four Challenges of Building a Growing a Business (Sales, Profit People, Process)
- Business Assessment and Action Plan

Module 2 E Myth – “Working on Your Business” Versus “In Your Business”

November 5th, 2019

- Seven Point Plan for Business Success
- Understanding 3 Key Phases of Growth
- Foundation for the Franchise Prototype for Growth
- The Franchise Model Perspective
- Business Development Process – 7 Distinct Steps
- The “Why” of Systems

Module 3 Digital Marketing Strategies

December 3rd, 2019

- Relevant Marketing Follows Innovation and Technology
- Branding Your Business via Digital Marketing
- Website Creation and Conversion
- Search Engine Optimization (Top Rankings On Google)
- Online Reputation Management
- Live Search / Location Based Marketing
- Use of Key Metrics to Measure Digital Marketing Effectiveness

Module 4 Business by the Numbers

January 7th, 2020

- Six Ways Financial Management Leads to Business Success
- Understanding Financial Statements
- Identifying Key Performance Indicators – Your Dashboard
- Cash Flow Management / Forecasting
- Financial Strategies for Access to Capital / Funding Growth

Module 5 Nourishing a Customer Experience Culture

February 4th, 2020

- 6 Facts About Today’s Customer Experience
- Understanding Your Business SWOT and the Customer Experience
- Creating a Customer Experience and Engagement Culture
- The Customer Experience Journey
- Converting the Bad Experience Customer Into a Raving Fan Customer

SBM Program Outline (continued) - 2019 / 2020

Module 6 DISC – Understanding Yourself and Others

March 3rd, 2020

- Improving Relationship Skills Using DISC
- DISC Personality Profile Self-Assessment
- Breaking Down the 4 Personality Styles of DISC
- DISC Profiles for Your Associates
- Coaching Based on DISC Personality Profiles

Module 7 Building Your Team / Employee Management

April 7th, 2020

- Building Your “Employer Brand”
- Knowing What You “Need and Want” in an Employee Candidate
- Key Components of an Effective Job Posting
- Recruiting and Hiring “Best Practices” in Today’s Market
- 6 Tips to Onboarding Employees
- Employee Engagement and Retention

Module 8 How to Build & Market Your Business Brand

May 5th, 2020

- What is Branding & Why It’s Important
- Understanding Brand Positioning and Value Proposition
- Developing Your Marketing Platform Components
- Building Your Marketing Plan and Budget
- Using Key Metrics to Measure Success

Module 9 Business Transition / Exit Strategy

June 2nd, 2020

- Defining and Planning Your Successful Business Exit Strategy
- Short-term, Medium-term, and Long-term Strategies to Maximize Business Value
- Value Drivers for Business Owners
- Gap Determination and Options
- Building Value and Increasing Cash Flow in Your Business
- 7 Paths to Transferability and Exit
- Wrap-up / Graduation