



## Corporate Training Materials

All of our training products are fully customizable and are perfect for one day and half day workshops. You can easily update or insert your own content to make the training more relevant to participants. Our material is completely customizable and is backed up by a 90 day 100% no questions asked money back guarantee!

With our training courseware you are able to:

- Add your name and logo (and remove ours).
- Add your own content to make the training more relevant to your clients (i.e. using examples and case studies from within your organization or city)
- Train unlimited users within your organization.
- No Annual Renewal Fees
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# Preface

## What is Courseware?



Welcome to Corporate Training Materials, a completely new training experience!

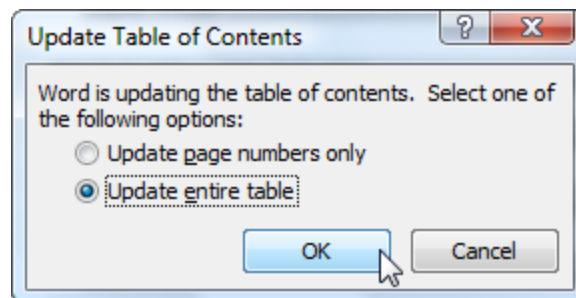
Our courseware packages offer you top-quality training materials that are customizable, user-friendly, educational, and fun. We provide your materials, materials for the student, PowerPoint slides, and a take-home reference sheet for the student. You simply need to prepare and train!

Best of all, our courseware packages are created in Microsoft Office and can be opened using any version of Word and PowerPoint. (Most other word processing and presentation programs support these formats, too.) This means that you can customize the content, add your logo, change the color scheme, and easily print and e-mail training materials.

## How Do I Customize My Course?

Customizing your course is easy. To edit text, just click and type as you would with any document. This is particularly convenient if you want to add customized statistics for your region, special examples for your participants' industry, or additional information. You can, of course, also use all of your word processor's other features, including text formatting and editing tools (such as cutting and pasting).

To remove modules, simply select the text and press Delete on your keyboard. Then, navigate to the Table of Contents, right-click, and click Update Field. You may see a dialog box; if so, click "Update entire table" and press OK.

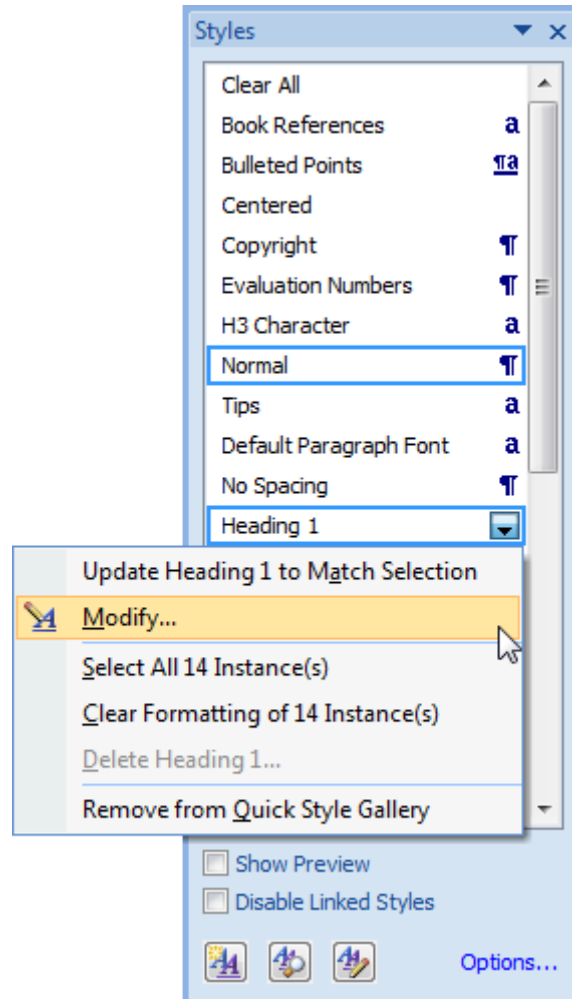


(You will also want to perform this step if you add modules or move them around.)

If you want to change the way text looks, you can format any piece of text any way you want. However, to make it easy, we have used styles so that you can update all the text at once.

If you are using Word 97 to 2003, start by clicking the Format menu followed by Styles and Formatting. In Word 2007 and 2010 under the Home tab, right-click on your chosen style and click Modify. That will then produce the Modify Style options window where you can set your preferred style options.

For example, if we wanted to change our Heading 1 style, used for Module Titles, this is what we would do:



Now, we can change our formatting and it will apply to all the headings in the document.

For more information on making Word work for you, please refer to [Word 2007 or 2010 Essentials](#) by Corporate Training Materials.

## Materials Required

All of our courses use flip chart paper and markers extensively. (If you prefer, you can use a whiteboard or chalkboard instead.)

We recommend that each participant have a copy of the Training Manual, and that you review each module before training to ensure you have any special materials required. Worksheets and handouts are included within a separate activities folder and can be reproduced and used where indicated. If you would like to save paper, these worksheets are easily transferrable to a flip chart paper format, instead of having individual worksheets.

We recommend these additional materials for all workshops:

- Laptop with projector, for PowerPoint slides
- Quick Reference Sheets for students to take home
- Timer or watch (separate from your laptop)
- Masking tape
- Blank paper

## Maximizing Your Training Power

We have just one more thing for you before you get started. Our company is built for trainers, by trainers, so we thought we would share some of our tips with you, to help you create an engaging, unforgettable experience for your participants.

- **Make it customized.** By tailoring each course to your participants, you will find that your results will increase a thousand-fold.
  - Use examples, case studies, and stories that are relevant to the group.
  - Identify whether your participants are strangers or whether they work together. Tailor your approach appropriately.
  - Different people learn in different ways, so use different types of activities to balance it all out. (For example, some people learn by reading, while others learn by talking about it, while still others need a hands-on approach. For more information, we suggest [Experiential Learning](#) by David Kolb.)
- **Make it fun and interactive.** Most people do not enjoy sitting and listening to someone else talk for hours at a time. Make use of the tips in this book and your own experience to keep your participants engaged. Mix up the activities to include individual work, small group work, large group discussions, and mini-lectures.
- **Make it relevant.** Participants are much more receptive to learning if they understand why they are learning it and how they can apply it in their daily lives. Most importantly, they want to know how it will benefit them and make their lives easier. Take every opportunity to tie what you are teaching back to real life.
- **Keep an open mind.** Many trainers find that they learn something each time they teach a workshop. If you go into a training session with that attitude, you will find that there can be an amazing two-way flow of information between the trainer and trainees. Enjoy it, learn from it, and make the most of it in your workshops.

And now, time for the training!

## **Icebreakers**

Each course is provided with a wide range of interactive Icebreakers. The trainer can utilize an Icebreaker to help facilitate the beginning of the course, as it helps “break the ice” with the participants. If the participants are new to each other, an icebreaker is a great way to introduce everyone to each other. If the participants all know each other it can still help loosen up the room and begin the training session on positive note. Below you will see one of the icebreakers that can be utilized from the Icebreakers folder.

## **Icebreaker: Friends Indeed**

### **Purpose**

Have the participants moving around and help to make introductions to each other.

### **Materials Required**

- Name card for each person
- Markers

### **Preparation**

Have participants fill out their name card. Then, ask participants to stand in a circle, shoulder to shoulder. They should place their name card at their feet. Then they can take a step back. You as the facilitator should take the place in the center of the circle.

### **Activity**

Explain that there is one less place than people in the group, as you are in the middle and will be participating. You will call out a statement that applies to you, and anyone to whom that statement applies must find another place in the circle.

Examples:

- Friends who have cats at home
- Friends who are wearing blue
- Friends who don't like ice cream

The odd person out must stand in the center and make a statement.

The rules:

- You cannot move immediately to your left or right, or back to your place.
- Let's be adults: no kicking, punching, body-checking, etc.

Play a few rounds until everyone has had a chance to move around.

## **Training Manual Sample**

On the following pages is a sample module from our Training Manual. Each of our courses contains twelve modules with three to five lessons per module. It is in the same format and contains the same material as the Instructor Guide, which is then shown after the Training Manual sample, but does not contain the Lesson Plans box which assists the trainer during facilitation.

The Training Manual can be easily updated, edited, or customized to add your business name and company logo or that of your clients. It provides each participant with a copy of the material where they can follow along with the instructor.



*Every choice you make has an end result*

*Zig Ziglar*

### **Sample Module: Decide on the Type of Business**



It is often said that entrepreneurs are the backbone of the nation. Anyone with the passion and drive can become a successful entrepreneur as long as the planning and execution are done well. The first step to becoming an entrepreneur is choosing the ideal business. The business you choose will be determined by its feasibility as well as your own interests and expertise.

## Is It Feasible?



You may be passionate about an idea, but if it is not feasible, you will never be able to make it successful. Feasibility describes how simple it is to accomplish something. Many factors influence feasibility. For example, a dog bakery may be popular in a city with a high rate of dog lovers, but it would not survive in a city with a low rate. Before moving forward with any idea, you must determine its feasibility. This requires an understanding of the market and your customers, which we will cover in-depth in later

sections. To determine if an idea is feasible, ask yourself the following questions:

- Do you have the necessary funding?
- Is there a market for your product?
- What is the outlook for the market?
- Can you price competitively?
- How would you operate?
- Would you have a sufficient customer base for long-term success?

## What Are Your Interests?



Becoming an entrepreneur is not easy. If you do not enjoy what you do, you are unlikely to be successful. Before you choose your business, you must consider what you enjoy doing and think of a way to make this task profitable. Begin by making a list of your interests and see which ones overlap with feasible business models. For example, a love of animals could translate into a pet sitting service, or a love of cooking could translate into a food truck business.

## Do You Have the Experience?



Experience and expertise are definite benefits to any business. They are often used interchangeably, but this is a mistake. This point and the next one will help define the difference between the two while helping you identify your own experience and expertise.

Experience is something that you gain from observation, encounters, and actions. Many jobs provide experience. For example, working as a server provides experience in the restaurant industry, but it does not necessarily provide expertise. Once you identify your experiences, you can use them to help choose your business. Years in customer service, for example, would help prepare you for a business that is customer service oriented.

## Are You an Expert?



Expertise has knowledge and skills that come with education and training. This can come from the work experience in specialized positions and from degrees in certain fields. For example, an expert would be an accountant or a chef would be considered experts in their field. Being an expert at a business makes you more capable of running it. If you are not an expert, there is no reason to give up on your idea. If you are passionate about something, take the time to become an expert. For example, you can learn necessary skills by taking classes or interning at other businesses.

## Case Study



Angie's passion was candy. She wanted to make and sell her own candy, but her family told her to choose something more stable. She took an office job, but her position was downsized. She considered her love of candy, and a little research showed that there was a market for her interests. There was one problem; however, she never made candy outside of her home and was not sure how to sell it in mass.

Her family told her that she lacked the necessary skills to create her own business, and she found another office job.

## Sample Module: Review Questions

1. What is necessary to determine feasibility?
  - a) Market
  - b) Market and customers
  - c) Customers
  - d) Business plan
  
2. What is NOT a question that would determine feasibility?
  - a) Is there a market for your product?
  - b) What is the outlook for the market?
  - c) Do you like what you do?
  - d) How would you operate?
  
3. What must be discovered before choosing a business?
  - a) Interests
  - b) Expectations
  - c) Marketing
  - d) Staffing
  
4. Personal interests should \_\_\_\_\_ feasible business ideas.
  - a) Be separate from
  - b) Include
  - c) Avoid
  - d) Overlap with
  
5. What is something that you gain from observation, encounters, and actions?
  - a) Experience
  - b) Interest
  - c) Expertise
  - d) Competition
  
6. What is a good source of experience?
  - a) Interest
  - b) Education
  - c) Work
  - d) None of the above

7. Education and training create \_\_\_\_\_.
- a) Feasibility
  - b) Expertise
  - c) Interest
  - d) Experience
8. What should you do if you lack expertise?
- a) Choose another idea
  - b) Do not become an entrepreneur
  - c) Work harder
  - d) Learn the skill
9. Why did Angie choose not to become an entrepreneur?
- a) Interest
  - b) Family
  - c) Not feasible
  - d) None
10. What did Angie discover after losing her job?
- a) There was a market for her product
  - b) There was not a market for her product
  - c) She did not have the passion any longer
  - d) She had the necessary skills



## **Instructor Guide Sample**

On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box. Each Instructor Guide and Training Manual mirrors each other in terms of the content. They differ in that the Instructor Guide is customized towards the trainer, and Training Manual is customized for the participant.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor train that particular lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.

*Every choice you make has an end result*

*Zig Ziglar*

### **Sample Module: Decide on the Type of Business**



It is often said that entrepreneurs are the backbone of the nation. Anyone with the passion and drive can become a successful entrepreneur as long as the planning and execution are done well. The first step to becoming an entrepreneur is choosing the ideal business. The business you choose will be determined by its feasibility as well as your own interests and expertise.

## Is It Feasible?



You may be passionate about an idea, but if it is not feasible, you will never be able to make it successful. Feasibility describes how simple it is to accomplish something. Many factors influence feasibility. For example, a dog bakery may be popular in a city with a high rate of dog lovers, but it would not survive in a city with a low rate. Before moving forward with any idea, you must determine its feasibility. This requires an understanding of the market and your customers, which we will cover in-depth in later sections. To determine if an idea is feasible, ask yourself the following questions:

- Do you have the necessary funding?
- Is there a market for your product?
- What is the outlook for the market?
- Can you price competitively?
- How would you operate?
- Would you have a sufficient customer base for long-term success?

<b>Estimated Time</b>	<b>8 minutes</b>
<b>Topic Objective</b>	Introduce feasibility.
<b>Topic Summary</b>	<b>Is It Feasible</b> Practice considering feasibility
<b>Materials Required</b>	<b>Flipchart/board and marker</b>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	As a group, brainstorm different business ideas, and list them on the flipchart/board. Discuss each idea, and choose which ones are and are not feasible.
<b>Stories to Share</b>	Share any personal or relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	Define feasibility in your own words.

## What Are Your Interests?



Becoming an entrepreneur is not easy. If you do not enjoy what you do, you are unlikely to be successful. Before you choose your business, you must consider what you enjoy doing and think of a way to make this task profitable. Begin by making a list of your interests and see which ones overlap with feasible business models. For example, a love of animals could translate into a pet sitting service, or a love of cooking could translate into a food truck business.

<b>Estimated Time</b>	<b>7 minutes</b>
<b>Topic Objective</b>	Consider the importance of personal interests.
<b>Topic Summary</b>	<b>What Are Your Interests?</b> Connect with personal Interests.
<b>Materials Required</b>	<b>01-Interests</b>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the handout individually. Share your ideas with the rest of the group.
<b>Stories to Share</b>	Share any personal relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What is likely to occur if an entrepreneur does not enjoy his/her work?

## Do You Have the Experience?



Experience and expertise are definite benefits to any business. They are often used interchangeably, but this is a mistake. This point and the next one will help define the difference between the two while helping you identify your own experience and expertise.

Experience is something that you gain from observation, encounters, and actions. Many jobs provide experience. For example, working as a server provides experience in the restaurant industry, but it does not necessarily provide expertise. Once you identify your experiences, you can use them to help choose your business. Years in customer service, for example, would help prepare you for a business that is customer service oriented.

<b>Estimated Time</b>	<b>8 minutes</b>
<b>Topic Objective</b>	Introduce experience.
<b>Topic Summary</b>	<b>Do You Have the Experience?</b> Identify experience.
<b>Materials Required</b>	<b>02-Experience</b>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the handout individually. Share your findings with the rest of the group.
<b>Stories to Share</b>	Share any personal, relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	How would you define experience?

## Are You an Expert?



Expertise has knowledge and skills that come with education and training. This can come from the work experience in specialized positions and from degrees in certain fields. For example, an expert would be an accountant or a chef would be considered experts in their field. Being an expert at a business makes you more capable of running it. If you are not an expert, there is no reason to give up on your idea. If you are passionate about something, take the time to become an expert. For example, you can learn necessary skills by taking classes or interning at other businesses.

<b>Estimated Time</b>	<b>7 minutes</b>
<b>Topic Objective</b>	Introduce expertise.
<b>Topic Summary</b>	<b>Are You an Expert?</b> Identify expertise.
<b>Materials Required</b>	<b>03-Expertise</b>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Complete the handout individually. Share your answers with the rest of the group.
<b>Stories to Share</b>	Share any personal, relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What is an example of an expert?

## Case Study



Angie's passion was candy. She wanted to make and sell her own candy, but her family told her to choose something more stable. She took an office job, but her position was downsized. She considered her love of candy, and a little research showed that there was a market for her interests. There was one problem; however, she never made candy outside of her home and was not sure how to sell it in mass.

Her family told her that she lacked the necessary skills to create her own business, and she found another office job.

<b>Estimated Time</b>	<b>5 minutes</b>
<b>Topic Objective</b>	Outline the Decide on the Type of Business case study.
<b>Topic Summary</b>	<b>Case study</b> Discuss the importance of developing expertise and how to do it.
<b>Materials Required</b>	None
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Discuss the outcome of the case study. How could Angie have created her company?
<b>Stories to Share</b>	Share any personal, relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What was Angie's passion?

## Sample Module: Review Questions

1. What is necessary to determine feasibility?

- a) Market
- b) Market and customers
- c) Customers
- d) Business plan

Feasibility is influenced by many factors. Understanding the market and customers is necessary to understand feasibility.

2. What is NOT a question that would determine feasibility?

- a) Is there a market for your product?
- b) What is the outlook for the market?
- c) Do you like what you do?
- d) How would you operate?

Enjoying a task does not necessarily make it feasible. The other questions will help determine whether a project is feasible.

3. What must be discovered before choosing a business?

- a) Interests
- b) Expectations
- c) Marketing
- d) Staffing

Entrepreneurs should be interested in their businesses, which will improve success. It is important to discover personal interests before choosing a business.

4. Personal interests should \_\_\_\_\_ feasible business ideas.

- a) Be separate from
- b) Include
- c) Avoid
- d) Overlap with

Personal interests should overlap with feasible business ideas. This improves the chances of success.



5. What is something that you gain from observation, encounters, and actions?

- a) Experience
- b) Interest
- c) Expertise
- d) Competition

Experience is different from expertise it is gained from observation, encounters, and actions.

6. What is a good source of experience?

- a) Interest
- b) Education
- c) Work
- d) None of the above

Work is a used source of experience. Unlike education, work allows direct observation and experience.

7. Education and training create \_\_\_\_\_.

- a) Feasibility
- b) Expertise
- c) Interest
- d) Experience

Education and training create a skill set. This leads to expertise in a field.

8. What should you do if you lack expertise?

- a) Choose another idea
- b) Do not become an entrepreneur
- c) Work harder
- d) Learn the skill

Expertise can be learned. Simply take classes or intern at other companies to learn the skills that you need.

9. Why did Angie choose not to become an entrepreneur?

- a) Interest
- b) Family
- c) Not feasible
- d) None

Angie's family discouraged her from becoming an entrepreneur.

10. What did Angie discover after losing her job?

- a) There was a market for her product
- b) There was not a market for her product
- c) She did not have the passion any longer
- d) She had the necessary skills

Angie learned that there was a market in her area, but she lacked the expertise.

## **Activities**

During the facilitation of a lesson Worksheet or Handout may be utilized to help present the material. If a lesson calls for a Worksheet or Handout it will be listed in the Lesson Plan box under Materials Required. The trainer can then utilize the Activities folder for the corresponding material and then provide it to the participants. They are all on separate Word documents, and are easily edited and customized.

Below you will see the Worksheets or Handouts that are utilized during the training of the above lesson. They are located in the Activities folder and can be easily printed and edited for the participants.

## Sample Worksheet: Interests

Brainstorm a list of personal interests and hobbies.

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Make a list of possible businesses based on these interests.

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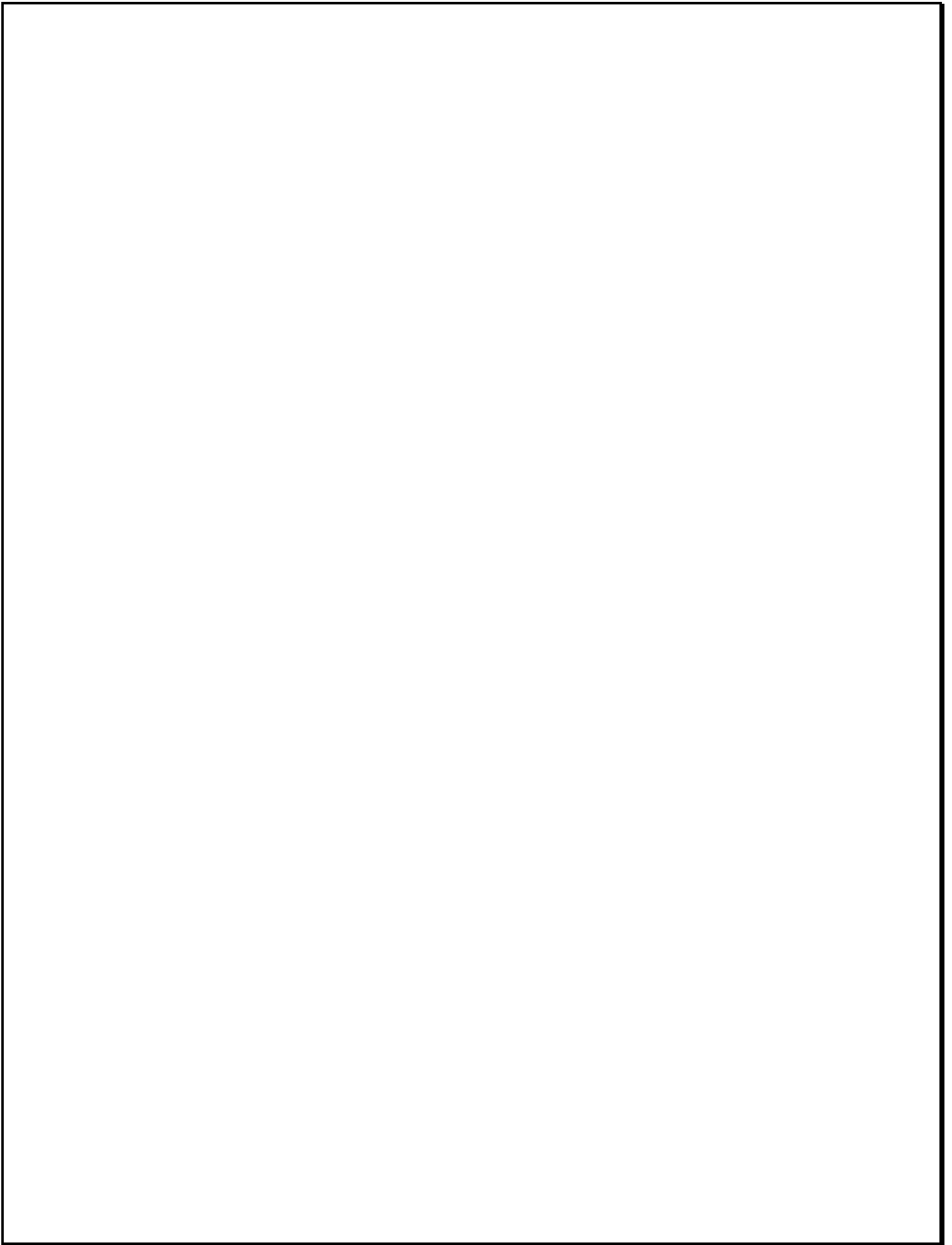
Notes:

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## **Quick Reference Sheets**

Below is an example of our Quick reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date.

They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.

# Entrepreneurship

## Is There Competition?

Most new ventures will face competition. It is rare for people to come up with truly original ideas, and many of these are adaptations of established markets (e.g. video streaming over rental stores). Once you know your market, your first job should be to identify the competition. Your main competition will be the closest to your product/service. For example, a coffee shop is not the main competitor of a restaurant.

Once you identify your competition, determine their strengths and weaknesses to give yourself an advantage. Pay close attention to their objectives and see how you compare. Some businesses focus on the customer experience while others are solely focused on low prices. Paying attention to objectives will show weaknesses that you can exploit.

## Hire an Accountant

You should have a trusted accountant from the beginning. When finding an accountant, you want someone to do more than prepare taxes. You want someone who will advise your business. Keep a few things in mind when choosing candidates:

- Experience with your type of business
- Expertise in the industry
- Services offered
- Will you work directly with the accountant?

## Develop a Business Plan Outline

Once all the documentation is gathered, it can be used to create the outline. Like any other important document, the business plan should have an outline before it is written. In this case, the elements can guide the outline.

- **Coversheet** – includes the name, address, and title
- Table of contents
- **Executive summary** – overview, mission statement, opportunity, requirements, competitors, advantages, etc.
- **Market analysis** – target market, trends, research, strategy
- **Company description** – mission, business model, SWOT, strategic relationships, and strategy
- **Organization management** – structure, location, personnel, security, insurance, accounting
- **Sales and marketing** – method of sales, pricing, branding, networking, strategies, incentives
- **Product/service** – product definition and any plans for expansion.
- **Funding/financial** – financial needs, cash flow, dispersal, three-year projection, balance sheet, break even analysis, financial history, analysis
- **Supporting documents** – includes resumes, financial statements, credit report, references, legal documents, other documents.

## **Certificate of Completion**

Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

**[Name]**

*Has mastered the course*

*Entrepreneurship*

Awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Presenter Name and Title

\_\_\_\_\_

## **PowerPoint Sample**

Below you will find the PowerPoint sample. The slides are based on and created from the Training Manual. PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.

## Sample Module: Decide on the Type of Business

It is often said that entrepreneurs are the backbone of the nation. Anyone with the passion and drive can become a successful entrepreneur as long as the planning and execution are done well. The first step to becoming an entrepreneur is choosing the ideal business. The business you choose will be determined by its feasibility as well as your own interests and expertise.

*Every choice you make has an end result*

*Zig Ziglar*



## Is It Feasible?

Necessary funding?

Is there a market?

Can you price competitively?

## What Are Your Interests?

Becoming an entrepreneur is not easy

You must enjoy what you do

What overlaps with business models

## Do You Have the Experience?

Experience is gained from observation

Customer service experience is valuable

Identify your experiences

## Are You an Expert?

- Education and training
- Work experience
- Passion will lead to expertise

## Case Study

Angie's passion was candy

Her family told her to choose something more stable

She took an office job, but her position was downsized

She never made candy outside of her home

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