

Listening to Your Business

Curriculum Guide

Developed by
Michele Markey



Listening To Your Business - At a Glance

Listening to Your Business is a course that will help entrepreneurs evaluate and measure their business strategies. Specifically designed for entrepreneurs, this course will help bring clarity around what they want from their business and better define how to get it.

Course Learning Objectives

Successful completion of this course will increase participant knowledge and ability to:

1. Identify a strategic vision for their business
2. Determine appropriate plan of action
3. Prioritize and formalize transition steps
4. Develop a transition plan to grow the business


Suggested Course Timing

Content Segment	Time in Minutes
Welcome	15
Step 1	80
Step 2	45
Step 3	40
Step 4	40
Session Close	20
Total time: 240 / 4 Hrs	

Video Vignettes

1. http://www.ted.com/talks/matt_cutts_try_something_new_for_30_days.html

Facilitator Notes

Participant guide	Facilitation Notes	Visual Aid
Pg 6	<p>Time Allotted in Minutes: 15</p> <p><i>Initial Welcome, Logistics, and Facilitator Introduction</i></p> <p>Display Program Title PP 1, so participants know they are in the right place as they enter.</p> <p>Introduction: [SAMPLE] Welcome to Listening to Your Business. We are so happy to have you here today. Listening to Your Business is a core program of Kauffman FastTrac. Kauffman FastTrac provides a portal to the entrepreneurial ecosystem for aspiring and existing business owners before, during and after the startup process. It does so through courseware and content that equips entrepreneurs with the skills necessary to commercialize ideas into viable business entities and/or to expand existing businesses.</p> <p>Listening to Your Business addresses a strategic “pain point” for entrepreneurs. Often entrepreneurs find that they are so very engaged in the daily activities of running their business, they haven’t given adequate thought to how to grow or advance their business. That is the conversation we are going to start today.</p> <p>Facilitator:</p> <ul style="list-style-type: none"> • Guide participants through the steps illustrated on page 6. 	<p>PP 1</p> 

Pg 7

Time Allotted in Minutes: 20

Discuss course objectives, shown in the PP 2 notes.

Discuss with participants that Listening to Your Business is an “active” course, meaning that the entrepreneur will start to develop a strategic plan for their business which will require them to take action.

Transition to PP 3

Discuss the Gerber quote. **Ask** the participants what the quote means to them and how they may or may not have seen this play out in their business. You may want to jot some of the responses on a flip chart for later reference as one of the key objectives of LTYB is to get entrepreneurs focused on growing their business.

Discuss the notes in the PP.

Transition to PP 4

Ask participants to create a one minute marketing statement. Be sure to capture each participant’s stated needs from the session. This is your informal needs analysis and will serve to guide you to know where to emphasize certain points in the facilitated discussion throughout the course.

Transition to PP 5

Show the PP and **ask** participants what they think Covey means by beginning with the end in mind.

Pg 8

Notes page

PP 2

KAUFFMAN | FASTTRAC

Objectives

- Identify a strategic **vision** for your business
- Determine an appropriate plan of **action**
- Prioritize and formalize **transition** steps
- Develop a transition plan to **grow** the business

PP 3

KAUFFMAN | FASTTRAC

“You want to work on your business, not in your business.”

Michael E. Gerber,
The E Myth Revisited

PP 4

KAUFFMAN | FASTTRAC

One-Minute Introductions

- Your Name
- Your Organization
- A brief statement about what you do
- Your needs from today’s session

PP 5

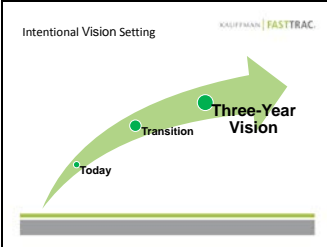
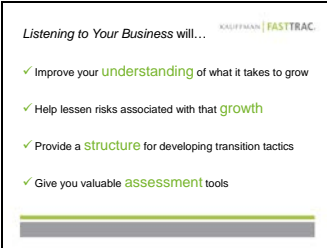
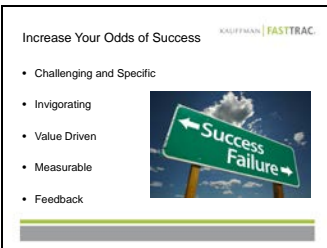
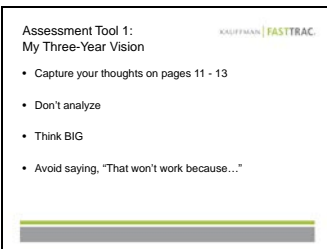
KAUFFMAN | FASTTRAC

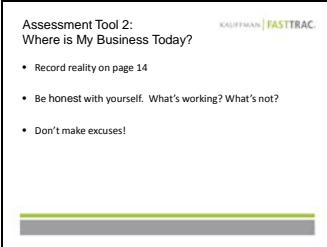
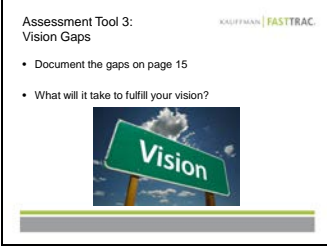

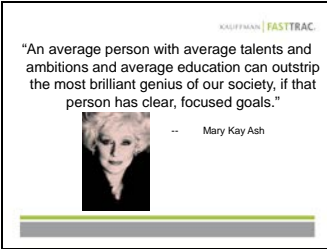
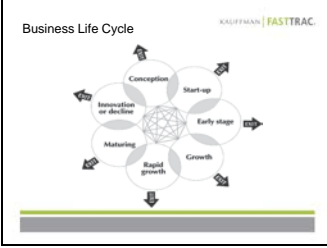
OVER 15 MILLION SOLD


THE 7 HABITS OF
HIGHLY EFFECTIVE PEOPLE
Powerful Lessons in Personal Change
Stephen R. Covey

“Begin with the end in mind.”

Dr. Stephen Covey,
The Seven Habits of Highly Effective People

<p>Pg 9</p>	<p>Time Allotted in Minutes: 5</p> <p>Explain that the group is going to start with the 1st step in creating their strategic business vision. ***It is very important that you continue to use the term “strategic vision” as it implies a more intentional outcome. Many of the entrepreneurs in the room may have participated in goal-setting exercises in the past with few results.</p> <p>Show PP 6 and discuss the notes in PP 6.</p> <p>Show PP 7 and discuss the notes in PP 7. Stitchback information on each bullet point to the earlier needs analysis you earlier documented on a flip chart.</p>	<p>PP 6</p>  <p>PP 7</p> 
<p>Pg 10</p>	<p>Time Allotted in Minutes: 15</p> <p>Explain the Assessment Tool 1. Briefly walk the participants through the page. Show PP 8 as you are discussing the page. Explain that the most effective vision is <i>actionable</i>. In other words, it is important to create a strategic vision that can be further developed into a tactical plan. If the vision is too far reaching, a tactical implementation plan can't be developed – Thus not actionable.</p> <p>Show video: http://www.ted.com/talks/matt_cutts_try_something_new_for_30_days.html</p>	<p>PP 8</p> 
<p>Pg 11-13</p>	<p>Time Allotted in Minutes: 25</p> <p>Set-up the next several pages (11-13), Assessment Tool 1. This assessment allows the entrepreneurs the opportunity to begin developing their strategic plan. Explain that you will give them approx. 20 minutes to complete the information. Ask them not to move past pg 13. They will need to spend more time after the session to fully define the information.</p> <p>Discuss the Assessment with the group.</p>	<p>PP 9</p> 

<p>Pg 14</p>	<p>Time Allotted in Minutes: 5</p> <p>Ask participants to now think in even more detail, focusing on where their business is today. Emphasize the importance of being totally honest with themselves and reiterate that this will help them as they work to be intentional in defining their strategic vision.</p>	<p>PP 10</p>  <p>Assessment Tool 2: Where is My Business Today?</p> <ul style="list-style-type: none"> Record reality on page 14 Be honest with yourself. What's working? What's not? Don't make excuses!
<p>Pg 15</p>	<p>Time Allotted in Minutes: 10</p> <p>Assessment Tool 3 takes participants a step further by asking them to assess the gap between where their business is and where they want their business to be. Emphasize the importance of this step as it is a “gap analysis” and will be the measuring stick as they work to reduce the gap.</p> <p>As you close the activities on pg 15 show PP 12. Read the quote by Mary Kay Ash. Emphasize that success comes in many forms. Not everyone has to have the brilliance of Bill Gates, but rather the vision and willingness to act on the vision.</p>	<p>PP 11</p>  <p>Assessment Tool 3: Vision Gaps</p> <ul style="list-style-type: none"> Document the gaps on page 15 What will it take to fulfill your vision?  <p>PP 12</p>  <p>“An average person with average talents and ambitions and average education can outstrip the most brilliant genius of our society, if that person has clear, focused goals.”</p> <p>— Mary Kay Ash</p>
<p>Pg 16</p>	<p>Notes page</p>	<p>Pg 17</p> <p>Time Allotted in Minutes: 5</p> <p>Transition to Step 2. In this step you will be taking the participants through the business life cycle. Please note that many of the entrepreneurs may have never considered a “business life cycle” and as such, may have no point of reference. Additionally, many of the entrepreneurs won't have considered an exit strategy. Because of these points, you will find Step 2 to be of critical importance. Emphasize the information shown in the first paragraph as this is a key point.</p>
		<p>PP 13</p>  <p>Business Life Cycle</p> <p>The diagram shows a circular flow of stages: Conception, Start-up, Early stage, Growth, Rapid growth, Maturing, and Introduction or decline, with arrows indicating a clockwise cycle.</p>

<p>Pg 44 - 48</p>	<p>Time Allotted in Minutes: 20</p> <p>Action Step 1-3 – Explain the final set of Action steps. Mention that you are going to have them work through them one after the other. Facilitator – You can explain each activity upfront, showing each of the Power Points. It is easier to give the group all the directions at one time rather than stopping them after each action step.</p>	<p>PP 20</p> <div data-bbox="1208 233 1536 478"> <p>Action Step 1 Vision Summary KAUFFMAN FASTTRAC.</p> <ul style="list-style-type: none"> Based on the assessments that you have done today, turn to page 44 Write a short summary of where you see your business <u>three years from today</u> Write a short summary of the <u>current state</u> of your business </div> <p>PP 21</p> <div data-bbox="1208 541 1536 787"> <p>Action Step 2 Transition Tactics KAUFFMAN FASTTRAC.</p> <ul style="list-style-type: none"> List each goal and describe the actions that you will take for each on pages 45-47 Think through what it will take to accomplish your vision Consider action steps, costs, deadlines and responsible parties for each element of the business </div> <p>PP 22</p> <div data-bbox="1208 850 1536 1096"> <p>Action Step 3 Actions, Insights and Resources KAUFFMAN FASTTRAC.</p> <ul style="list-style-type: none"> Prioritize your goals on page 48 What three critical actions can you accomplish immediately? What insights have you discovered? What resources have you found? </div>
	<p>Time Allotted in Minutes: 20</p> <p>Course Summary – End with the quote by Walt Disney. Read this quote to the group and then pause. Let the information settle with the group. Ask for volunteers to share their dream.</p> <p>It is interesting – this course – Listening to Your Business – is much more powerful than people would believe. Give the information its due by ending on a powerful note with group discussion and commitments to action/implementation.</p> <p>Offer time for Q & A.</p>	<p>PP 23</p> <div data-bbox="1208 1184 1536 1430"> <p style="text-align: right;">KAUFFMAN FASTTRAC.</p>  <p style="text-align: center;">"If you can dream it, you can do it." --Walt Disney</p> </div>