Start up your idea.

FastTrac®

THE INTENTIONAL ENTREPRENEUR
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**CONTENT DEVELOPMENT**

Michele Markey, Kauffman FastTrac, Inc.
About Kauffman FastTrac®

Kauffman FastTrac, a not-for-profit educational organization, is a global provider of learning curricula that equip aspiring and existing entrepreneurs with the business skills and insights, tools, resources, and networks to start and grow successful businesses. Kauffman FastTrac was created by the Ewing Marion Kauffman Foundation, the largest foundation in the world devoted to entrepreneurship. For more information about Kauffman FastTrac, visit fasttrac.org or follow us on Twitter @fasttrac.

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Printed in the United States of America.
The Intentional Entrepreneur is for those who dream of owning their own business – those who have the desire to create their own future, to realize their passion through business ownership; those that want to bring something of value to themselves and society.

We all know those who never make the leap. Whether due to packed schedules, lack of resources or abilities, or simply being unsure of how to proceed, they can’t seem to get off the mark. The bottom line is that the thought that “I’ll do it someday” is one many have had only to discover that “someday” never came.

This course has been designed to help you move forward – To take action. The Intentional Entrepreneur is an innovative program designed to help you investigate your entrepreneurial attitude by exploring both the emotional and practical aspects of business ownership. The tools in each section have been designed to help you assess the sometimes conflicting nuances between what is in your heart and what is in your head, ultimately bringing you to a decision point with regard to your entrepreneurial future.

“You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand.”

– Woodrow Wilson

LET YOUR SOMEDAY BE TODAY.
The Intentional Entrepreneur

Do you think you have what it takes to succeed as an entrepreneur? If you are like many, business ownership is an idea that you have flirted with over time. The idea of owning your own business, controlling your own destiny, making decisions and charting your own path is very compelling. Whether it is spending time doing something you are passionate about or finding a way to supplement your income, entrepreneurship is a valid opportunity to pursue your dream.

One of the most important aspects of business success is to be an intentional entrepreneur instead of an accidental entrepreneur.

**intentional** [in-ten-shu-nal] adjective: done with intention or on purpose; intended

**Synonyms**
1. designed, planned. See deliberate.

**Antonyms**
1. accidental.

**Intentional entrepreneurs** define clear objectives and goals for themselves and take the time to craft a plan and then implement the plan. They are focused and determined. Perhaps most importantly, intentional entrepreneurs understand and appreciate their motivation and drive toward an entrepreneurial lifestyle. They understand the things that excite them and that they can get passionate about doing. Whether they are running their own business or helping an organization think entrepreneurially as an “intrapreneur” these people recognize their strengths.

**Accidental entrepreneurs** are those that fall into entrepreneurship as an afterthought putting little or no structure around their business. The business is often a placeholder activity used until something better or more interesting comes along – A sort of “plan B.” Unfortunately, “plan B” often can run for years and, for the entrepreneur, the frequent missteps that occur due to a lack of planning can become very costly.

Whatever leads you to investigating entrepreneurship is fine as long as you set clear goals and objectives for yourself – acting and moving forward as an intentional entrepreneur. Get ready for the journey of a lifetime!
What it takes to be an intentional entrepreneur

ASSESS Your Entrepreneurial Interest

1. Entrepreneurial Characteristics Survey
2. Looking Inward

ALIGN Your Priorities with Your Vision

3. Identify Your Personal Priorities
4. Identify Your Professional Goals
5. Create Your Long-Term Business Vision

Start small – THINK BIG Generating Ideas and Defining your Business

6. Generating Ideas
7. Development and Evaluation of Business Ideas

MAKE IT HAPPEN Identifying Action Steps toward Business Ownership

8. Networking for Business Success
9. My One-Year Vision
10. Actions, Insights and Resources
ASSESS
Your Entrepreneurial Interest

In this first section you will assess your entrepreneurial interest by:

- TOOL 1 – Entrepreneurial Characteristics Survey
- TOOL 2 – Looking Inward

Thinking about starting a new endeavor can be daunting, a little scary and quite exciting and thrilling. Giving life to a dream may feel as if you are exposing a part of yourself – putting it “out there” for all to observe. As Martin Luther King once said “Take the first step in faith. You don’t have to see the whole staircase, just take the first step.” Entrepreneurs who are willing to take the first step and investigate their ideas are those who will likely be successful in the future.

As you work through the tools in this first section, allow yourself to think, dream and discover without any bias or paradigms. Think about your unique skills and abilities. Allow yourself to see the special things you bring to the table.

Intentional entrepreneurs have what it takes to succeed – passion, confidence, a strong backbone, and self-discipline. They move forward with focus, creating solid plans for future business success and then acting on those plans. More importantly, intentional entrepreneurs recognize that they must use various tools, such as those discussed in this workshop, as a foundation for success. Any of the tools as stand-alone activities are good but to be truly successful you will need to use all the tools available to position yourself for success. If you want to pursue life as an entrepreneur, you will need to invest time and energy to acquire these and other traits.

What You Bring to the Table

What skills do you bring?
Conduct a personal self-assessment using the Kauffman FastTrac® Entrepreneurial Characteristics Survey

Although no exact set of characteristics is possessed by all entrepreneurs, many entrepreneurs share a number of common traits and skills. In this exercise, you will evaluate to what degree you possess common entrepreneurial traits, skills and characteristics and then prepare an action plan to strengthen those characteristics you wish to develop further.

This survey is not scientific, but rather a creative and insightful way to see where your traits lie within a spectrum of entrepreneurial traits. When you engage in this self-assessment, be honest with yourself. Do you have these traits? If not, think about what you must do to acquire them. There are no wrong answers and the outcome may reveal your preparedness to launch entrepreneurial ventures.

<table>
<thead>
<tr>
<th>Entrepreneurial Characteristics</th>
<th>Strong</th>
<th>Average</th>
<th>Needs Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Desire and Passion</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I have a fervent drive to succeed and zeal for the tasks required.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Energy</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I have stamina to tackle problems.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Ability to Thrive on Uncertainty</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I can prosper in an environment with many questions and few answers.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Determination and Resiliency</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I can hang on in hard times and recover quickly.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Accountability</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I take responsibility for my own success.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Persuasiveness</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I convincingly communicate with others — bankers, vendors, employees.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Self-Discipline</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I can do the tasks necessary to succeed, whether pleasant or unpleasant.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. Self-Confidence</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I believe that somehow I can solve whatever problems arise.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Social Responsibility</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I am passionately motivated to share success and wealth by giving back.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>j. Ethics</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I deal with others with honesty and integrity.</td>
<td></td>
<td></td>
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</tbody>
</table>
### Entrepreneurial Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Strong</th>
<th>Average</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>k. Ability to Value Appropriate Control Systems</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I value the management and control systems necessary to run a business.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>l. Problem Solving</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I have an ability to anticipate and troubleshoot problems.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>m. Networking</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I connect with others and build strategic relationships.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>n. Market Awareness</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I can scan the marketplace and assess potential needs and gaps.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>o. Low Support Needs</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I provide for my own needs with little support from others.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>p. Business Knowledge</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I have a basis for making effective, profitable business decisions.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>q. Good People Judgment</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I can pick the right people to help execute my vision.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Scoring

1. Tally the number of times you circled “3”: _____ x 3 = _____
2. Tally the number of times you circled “2”: _____ x 2 = _____
3. Tally the number of times you circled “1”: _____ x 1 = _____
   Sum (I + II + III)

### Your Score May Indicate:

- **1 – 17 POINTS** Entrepreneurship may not be your thing. But that doesn’t mean that you don’t possess an entrepreneurial spirit. Bring forth your innovative creativity within the context of someone else’s firm and serve in an “intrapreneural” capacity to help that organization grow and thrive. Create a personal vision to help clarify and focus your future goals.

- **18 – 34 POINTS** You might be an entrepreneur. Spend some time thinking about your entrepreneurial profile. Document a personal vision for yourself that captures the lifestyle you desire, including the time you have for the business, the place you want to work, your family’s involvement, and your financial goals. Make sure it also reflects your professional aspirations, including the type of work you enjoy, future professional goals, and the role you wish to play in the business. By identifying your personal vision, you will be able to determine whether your business concept is a good match.

- **35 – 51 POINTS** You ARE an entrepreneur. With proper planning and consideration, you are driven and rewarded by innovation and problem solving. You, too, should document a personal vision. And, don’t do it alone. Surround yourself with others – mentors, advisors, peers, associates, investors – who buy into your vision and will serve as a sounding board and support mechanism to help you ensure long-term success for the company you create.

This survey is simply an indicator of your entrepreneurial tendencies – it is not an absolute predictor of failure or success but rather a compass to help you navigate how best to achieve your personal goals.
Looking Inward

Think through your responses to the survey. Spend a few minutes answering the following questions.

What are your strengths?

Which areas of the survey indicated an opportunity for improvement? In which areas would you like to make some adjustments?

What would others say your skills and talents are?
Where have you received positive recognition and/or awards over your lifetime?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What are your hobbies and interest areas?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What businesses might capitalize on your strengths and interests?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Taking time to assess your areas of strength and interest will help you as you move forward. Additionally, being aware of areas where you aren’t strong is also important, allowing you the time to commit to improving those skills or finding partners, staff, contractors or others to make up for your deficiencies and complement your skillset.
ALIGN Your Priorities with Your Vision

WHAT IT TAKES TO BE AN
intentional entrepreneur

ASSESS Your Entrepreneurial Interest

1. Entrepreneurial Characteristics Survey
2. Looking Inward

ALIGN Your Priorities with Your Vision

3. Identify Your Personal Priorities
4. Identify Your Professional Goals
5. Create Your Long-Term Business Vision

Start small – THINK BIG Generating Ideas and Defining Your Business

6. Generating Ideas
7. Development and Evaluation of Business Ideas

MAKE IT HAPPEN Identifying Action Steps toward Business Ownership

8. Networking for Business Success
9. My One-Year Vision
10. Actions, Insights, and Resources
ALIGN
Your Priorities with Your Vision

Align Your Personal Priorities
and Professional Goals with Your Vision

In this second section you will define your personal preferences and start to craft your personal entrepreneurial landscape by:

- TOOL 3 – Identifying Your Personal Priorities
- TOOL 4 – Identifying Your Professional Goals
- TOOL 5 – Create Your Long-Term Business Vision

The decision to launch a business is a major consideration. While business ownership can be invigorating, interesting and thrilling, it can also be an intensive, frustrating and demanding time. It is important that you think critically about what business ownership means to you, your family and your lifestyle. It is also important that you think about your professional goals and assess whether entrepreneurship will allow you to meet the goals you have set for yourself. Successful entrepreneurs recognize that their business vision must have roots in a solid foundation of alignment between personal and professional goals.

As you work through the tools in this section, ask yourself – “How is business ownership going to fit within the parameters of my life?” “What choices might I need to make in order to pursue my dream?”
ALIGN Your Priorities with Your Vision

**IDENTIFY Your Personal Priorities**

When defining your personal priorities you have several choices to consider. Do you want to launch a company that has the potential to grow quite large? Do you see yourself running a national or multi-national organization or would you rather concentrate on something that is smaller? Do you wish to operate independently or do you envision having a team? Do you want to travel or are you happiest working in your office? Consider these and other important issues when thinking about your business. Being clear on your personal priorities is a positive step forward in creating a business that is right for you.

**Work hours**
What days of the week and the times of the day do you want to work?

**Flexibility**
How much flexibility do you want/need in your schedule?

**Desired location**
Where do you want to live and work? Will your business idea allow you to be flexible with regard to your location?

**Education**
Are there some skills or information that you want/need to acquire?
Travel
Do you want to travel?
Do you not want to travel?
Do you have limits on how much you are willing to travel?

Morals, Beliefs and Standards
Do you have a set of moral beliefs and standards which will inform the type of business you wish to own?

Physical Requirements
Do you have any physical requirements or limitations that need to be considered?

Family Involvement
How might business ownership impact/affect your family?
Will your family be involved?
Will they be supportive?
Professional and Financial Goals

Entrepreneurship can bring you a tremendous amount of professional opportunities – From the places you go to the people you meet, entrepreneurship can be an exciting and engaging way to live your life. It is important to make sure that you clearly evaluate whether an entrepreneurial lifestyle fills your professional and financial goals.

Power or Status
Do you enjoy being the one in charge?
Would you rather be the leader or the person taking direction?

Daily Operations
How involved do you plan to be in the daily operations?
Do you anticipate having a team or staff?
Do you plan on having a co-founder?
Would you be happier being a “solopreneur,” only relying on yourself to run and operate the business?

Expertise, Skills, and Preferences
What skill sets might you need others to bring to the table?
What areas do you plan on building your own expertise and knowledge base?
**Future Professional Goals**
Where do you see yourself 5 or 10 years in the future?
Is the business you are considering in alignment with your future goals?

**Personal Financial Obligations**
Will the business be able to provide for your financial needs and obligations now and in the long term?
Is this an endeavor you might wish to pursue for years to come?

**Exit Plan**
How long are you planning on operating the business?
What is your motivation for starting the business?
Is it to build a business with an eye on selling for a profit or do you want to leave the business to family as a legacy?

**Personal Investment**
How might you consider funding your business?
Tool 5

ALIGN Your Priorities with Your Vision

TOOL 5 Create Your Long-Term Business Vision

Business Vision Statement

A vision statement is sometimes referred to as a picture or idea – in this case an idea of your company in the future. Your vision statement serves as your inspiration providing a framework for strategic planning. Keep in mind a vision statement doesn’t tell you how you are going to get there but rather is a statement that helps you articulate your dreams.

“If you can dream it, you can do it.”
— Walt Disney
EXAMPLE:
Within the next year, Senior Home Care Services will provide an affordable alternative to traditional assisted care living communities by offering personalized care and services to seniors. This will allow many seniors to remain comfortably and safely in their homes.

Review your answers to Tools 3 and 4. Based on the information you provided, write a short statement about your long-term business vision. Describe your business and the customers you will serve, and the products/services you will provide.

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

Does your vision statement adequately reflect what success means to you?

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

Are there any parts of your vision that are non-negotiable? (Things such as amount of travel, time commitment, etc.)

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________

________________________________________________________
Start small – THINK BIG
Generating Ideas and Defining your Business

In this third section you will start to define your business by:

- TOOL 6 – Generating Ideas
- TOOL 7 – Development and Evaluation of Business Ideas

In today’s competitive and complex marketplace business success is far from guaranteed. Success takes focus and drive – and sound planning. Understanding and applying essential tools can reduce the many risks of entrepreneurship.

Identifying your entrepreneurial characteristics and aligning your personal/professional goals with a vision is just the beginning. It is necessary to generate and develop business ideas and then investigate the feasibility of those ideas. It is also critical to engage a network of support to help you as you build your strategy. In today’s competitive and complex global marketplace, business success takes careful planning and thought and you don’t want to have to go it alone.
Generate Ideas

You have identified your entrepreneurial characteristics. You have done some soul searching and looked inward to better understand your natural strengths and abilities. You have also identified your priorities and vision. Now is the time to expand your thinking – get your creative juices flowing. Start thinking entrepreneurially...

Savvy entrepreneurs identify business ideas by being alert to consumers’ needs, wants, problems and frustrations. They see the world through a lens of opportunity – one of problem solving. Review steps 1 and 2 below and begin recording your ideas. Come back to this activity in a day or two and continue recording new ideas.

**STEP 1   Idea log.** Start a log of possible ideas for a product or service by observing what is going on around you. Look closely at your local community. What frustrations have you and others experienced in the marketplace? What unfulfilled wants or needs do people have? What opportunities are identified in magazines or newspapers?

<table>
<thead>
<tr>
<th>Idea</th>
<th>Source of Idea</th>
<th>How Idea Identified</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXAMPLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-home care for aging parents</td>
<td>Need</td>
<td>Personal observation</td>
</tr>
</tbody>
</table>

**STEP 2   Summary.** Of the many ideas noted on your Idea Log, which ones appeal to you the most and why? Are the most appealing ideas in alignment with your business vision?
Developing and Evaluating Your Business Idea

If you are like most people, some of the items on your Idea Log have definite potential. Some may hold a great deal of interest for you. Use a mind map to “expand” and think a bit deeper on one of your ideas. Take the idea beyond a simple statement to show more detail around the business. For example, what services might be needed by seniors looking for in home care?
Your Business Idea

Draft a mind map for your business idea. Don’t be afraid to add and delete to best accommodate your idea. Let your mind move freely as you work through this tool. There is no right or wrong answer. Let your ideas flow freely.
Evaluation of Business Idea

What skills and abilities might you need to acquire to implement this idea?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Does there seem to be a viable market for this idea?
If so, what do you think will give the business a competitive edge?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Does the business fit well with your personal vision?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Are the risks associated with this business acceptable to you?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
What it takes to be an intentional entrepreneur

ASSESS Your Entrepreneurial Interest

<table>
<thead>
<tr>
<th>TOOL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Entrepreneurial Characteristics Survey</td>
</tr>
<tr>
<td>2</td>
<td>Looking Inward</td>
</tr>
</tbody>
</table>

ALIGN Your Priorities with Your Vision

<table>
<thead>
<tr>
<th>TOOL</th>
<th>Description</th>
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<tbody>
<tr>
<td>3</td>
<td>Identify Your Personal Priorities</td>
</tr>
<tr>
<td>4</td>
<td>Identify Your Professional Goals</td>
</tr>
<tr>
<td>5</td>
<td>Create Your Long-Term Business Vision</td>
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</tbody>
</table>

Start small – THINK BIG Generating Ideas and Defining your Business

<table>
<thead>
<tr>
<th>TOOL</th>
<th>Description</th>
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<tbody>
<tr>
<td>6</td>
<td>Generating Ideas</td>
</tr>
<tr>
<td>7</td>
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</tbody>
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MAKE IT HAPPEN Identifying Action Steps toward Business Ownership

<table>
<thead>
<tr>
<th>TOOL</th>
<th>Description</th>
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<tbody>
<tr>
<td>8</td>
<td>Networking for Business Success</td>
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<td>9</td>
<td>My One-Year Vision</td>
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<tr>
<td>10</td>
<td>Actions, Insights and Resources</td>
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</tbody>
</table>
MAKE IT HAPPEN
Identifying Action Steps Toward Business Ownership

In this fourth section you will further define your business by:
• TOOL 8 – Networking for Business Success
• TOOL 9 – My One-Year Vision
• TOOL 10 – Actions, Insights and Resources

Now that you have made a preliminary assessment of your potential business, it is necessary to develop transition tactics to enhance your skills, move the business forward, and achieve success. This last section – Make it Happen – Identifying Action Steps Toward Business Ownership – will help you identify specific tactics necessary to meet your one-year vision. You will walk out the door today knowing exactly the first items you must address.

As you work through the tools in this section, keep in mind that it is not enough to set goals. You must diligently work toward them, measure your progress along the way and make the necessary improvements. The idea is to take your goals and move them from your “bucket list” of someday to your “transition” list of today – make it happen! Goals for your business should be SMART:

[S] SPECIFIC
Clearly defined by those who have the knowledge about their impact

[M] MEASURABLE
Quantifiably defined in such a way as to gauge progress

[A] ACHIEVABLE
Challenging and rewarding, but still within reach

[R] RELEVANT
Tied to current critical tasks and abilities of the team

[T] TIME-BASED
Linked to an agreed-upon timeline

You will increase your odds of achieving your goals if you commit to them in writing. You’ll find that using the SMART approach will help improve your goals setting skills.
Defining and planning how to leverage and engage a network of support.

“Engage your network… Everyone wants to help!”

— Alana Muller, author, *Coffee Lunch Coffee, A Practical Field Guide for Master Networking*

As an entrepreneur, making personal connections is one of the most important aspects of leading, owning and running a successful business. While networking takes time, effort and a certain amount of “putting yourself out there,” it is critical to your business success and is one of the most powerful things you can do. Whether your business idea is a consulting firm, a restaurant or a technology company, it is all the same. You will benefit from relying on a network of contacts – people doing business with people, rather than companies doing business with companies. People are really what it’s all about.

Answer the following questions to evaluate your personal network to determine how members can contribute to your entrepreneurial venture.

**STEP 1 Identify resources.**

From your circle of family, friends and professional connections, identify which individuals might become a part of your entrepreneurial support system and/or a resource for you in starting your own business.

<table>
<thead>
<tr>
<th>Name</th>
<th>How he or she might be helpful or supportive</th>
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<tbody>
<tr>
<td>a.</td>
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<td>b.</td>
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**STEP 2 Identify who you want to get to know in the community.**

This list may be comprised of people you admire, have heard of, may have met but do not know well or simply wish to meet.

<table>
<thead>
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</table>
STEP 3  Consider alliances.
Brainstorm a list of ways you could contribute to a family member’s or a friend’s existing business. Could you provide services to them? Sell their products? Partner with them? Be willing to shift your paradigms with regard to potential opportunities.

STEP 4  Identify organizations that you admire and want to get to know.
Which groups or organizations offer the greatest potential for you to meet and develop relationships with? Who can be most helpful to you in starting your business?

STEP 5  Prepare to give to get.
List the things you have to give – your resources, expertise, tips and information. After you meet someone and have told them what you do, give something away. For example, you might say, “I have a terrific web designer. She’s done a variety of jobs for me. I am happy to give you her contact information if you are interested.” GIVE to get. What do you have to give?
Generate Ideas

To identify a near-term plan, entrepreneurs must focus on the future and be focused on what they want to achieve. Documenting your one-year vision is the first positive step to making that vision come to fruition.

This is an example of what one entrepreneur believed the business looked like one year into the future. Using this example as a guide, go to the next page and document your own vision.

### EXAMPLE

<table>
<thead>
<tr>
<th>My one-year vision</th>
<th>My business product/service</th>
<th>Vendors</th>
<th>Customers</th>
<th>Myself</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What do I see?</strong></td>
<td>I am the owner of a business that assists the aging population remain in their homes</td>
<td>I am actively working with vendors who supply the various tools necessary for the elderly to be able to live comfortably in their homes</td>
<td>I see my customers smiling faces as they realize their ability to have continued independence</td>
<td>I am leading my team and the business is self-sustaining</td>
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<tr>
<td><strong>What do things look like?</strong></td>
<td>I am successfully running my business and am working in the business full time</td>
<td>I see myself installing ramps, grab bars etc. to help my clients</td>
<td>I see increasing demand for the services my company provides through increased sales</td>
<td>My business is following a solid strategic business plan</td>
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<tr>
<td><strong>What do I hear?</strong></td>
<td>I hear the many thanks for providing such a needed service to the community</td>
<td>I hear my vendors offering special payment plans and discounts</td>
<td>They say they are happy with the quality of our products/services and are telling other potential customers about us</td>
<td>My products/services are the best in the country</td>
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</table>
Imagine that it is one year from today and you are walking in the door of your business.

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<thead>
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<th>My one-year vision</th>
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<th>Vendors</th>
<th>Customers</th>
<th>Myself</th>
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<tr>
<td>What do I see and hear?</td>
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<th>What does the business look like?</th>
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Tool 10

MAKE IT HAPPEN Identifying Action Steps toward Business Ownership

TOOL 10 Actions, Insights and Resources

TODAY ONE-YEAR PLAN

The Intentional Entrepreneur
Transition Plan

Summarize where you want your business to be in one year.

________________________________________________________________________
________________________________________________________________________
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Summarize where you are today.

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What are the gaps between your one-year vision and where you are today?

_________________________________________________________________________

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What will you have to do to close the gap?
What must be done to reach your one-year vision?

_________________________________________________________________________

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_________________________________________________________________________
List three critical actions you can accomplish (or at least get started on, immediately).

<table>
<thead>
<tr>
<th>Goal</th>
<th>Action steps</th>
<th>Deadline</th>
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Go ahead. Startup your idea!

Learn more and register for FastTrac courses at FastTrac.org

**FastTrac® NewVenture™**
FOR ASPIRING AND EARLY STAGE ENTREPRENEURS

There's no shortage of enthusiasm for starting or growing a business. And seemingly no limit to the availability of “how to,” “what to do,” and even “when to do it” guides for entrepreneurs. So how do you find your way through the clutter to find the information you really want? Get the answers you are looking for with FastTrac NewVenture.

Designed specifically for entrepreneurs in the early stages of business development, FastTrac NewVenture not only helps you uncover the answers, it also helps you determine the questions to ask. Save time and money by testing the feasibility of your business concept before you launch. Form relationships with people who can prove to you that starting or growing your own business doesn’t mean going it alone.

**FastTrac® TechVenture™**
FOR ASPIRING TECHNOLOGY AND LIFE SCIENCE ENTREPRENEURS

In today’s marketplace, it’s not enough to know just the technology or science. To be successful, you need to understand the business behind it. How do you generate interest? How much is it worth? How do you profit from it? How do you sustain ongoing growth? How do you get the needed financing? That’s where FastTrac TechVenture makes a difference.

Just as you thrive on the frontier of technology and life sciences, this program operates on the cutting edge of business and entrepreneurship. During FastTrac TechVenture, this knowledge is shared with you. Learn how to determine the best way to apply it to your situation to produce a product, build your company, and fulfill your vision.