

# HANNAH GRIMES

## THE ENTREPRENEUR PROJECT Six-Month Curriculum

Groups meet once monthly for three hours and contain the following standard components:

- Business update/accountability check-in - each business reports on the previous months wins, challenges and actions.
- Each meeting contains two curriculum components; business skill building and personal skill building
- "Group Think" session - individual businesses bring specific challenges to the table for group problem solving.
- Action Planning for the coming month.

The following focus areas are presented each month in the group meetings with corresponding homework/action assignments.

<b>Month 1</b>	<p><b>Business Skills:</b> Business Plans I – the Vision Story exercise</p> <p><b>Personal Skills:</b> Entrepreneurship and Building a Solid Foundation What does it mean to be an entrepreneur? Why did you start your business? (Vision, passion and purpose) Business skills assessment</p>
<b>Month 2</b>	<p><b>Business Skills:</b> Business Plans II – Getting started with your plan</p> <p><b>Personal Skills:</b> The many roles of a business owner: The E-Myth, Working in vs. working on, The three hats: Visionary, Manager and Technician Time management</p>
<b>Month 3</b>	<p><b>Business Skills:</b> Business Plans III Getting your financials in order Budgets and Forecasting Profit and Loss Balance Sheets</p> <p><b>Personal Skills:</b> It's All About Money and It's Not About Money</p>
<b>Month 4</b>	<p><b>Business Skills:</b> Marketing Plans I Building relationships Who is your customer? What are you offering?</p> <p><b>Personal Skills:</b> A New Set of Rules – Overcoming limiting thinking</p>

<b>Month 5</b>	<b>Business Skills:</b> Marketing Plans II Branding Marketing vehicles Internet marketing  <b>Personal Skills:</b> Friction and Tolerations
<b>Month 6</b>	<b>Business Skills:</b> Sales Coaching: reframing selling & closing  <b>Personal Skills:</b> What gets in the way of successful selling  Program Wrap -up and Action plans for next steps