



EMPOWER
POTENTIAL
COACHING

Small Business Leadership Strategies for Success

Purpose:

To Give Entrepreneurs and Small business leaders updated information and leadership tools to develop effective strategies in growing their business & team, then lead and manage with confidence.

Structure:

11 x 3-hour weekly main sessions

5 x 2 hour applied learning and strategic overview classes

Total: 43 hours

Please note: 11 classes are provided but only 10 are required for course completion. Participants may choose between the option classes of *Closing Sales & Hiring Your Team* depending on their current skill set. Participants are also welcome to attend all 11 classes.

Evaluation tool:

Case Study of your own business.

Applying the concepts and principles of each module to your business throughout the course.

Class 1 – Leadership Foundations

Lead Facilitator: Keri Drennan

Class Objectives:

- Increased self-awareness
- Ensure people working better together, creating better results
- Understanding how to enhance qualities to be a more successful entrepreneur
- Improved understanding of how to cope with stress and what could be holding back your success.

Module Description & Intended Learning Outcomes:

Using the latest innovation in personal and professional development, we will provide an accurate, personalized reading of your strengths and developmental areas. By understanding what aspects and qualities a successful entrepreneur claims, we will help steer your success by setting personal development goals

Learning Resources:

- Complete questionnaire (to be emailed to you) by September 5, 2023
- Complete the following online learning: Lumina Spark Explainer (luminalearning.com)
- Strategic overview and applied learning session



Class 2 – Professional Compassion Inquiry

Lead Facilitator: Doug Richens

Class Objectives:

- Introduce participants to emerging insights from the field of compassion science
- Learn real life applications from these insights
- Learn how to accelerate trust through compassion
- Promote a sense of fulfillment and lead to friction-free transactional experiences with clients.

Module Description & Intended Learning Outcomes:

Help participants learn how to intentionally apply their natural ability to be compassionate so they can experience greater connectedness and success.

Learning Resources:

- Book: *The Energy Bus* by Jon Gordon
- Strategic overview and applied learning session

Class 3 – Creating Your Vision

Lead Facilitator: Melissa DeLuca

Class Objectives:

- Understand what a vision is and why it matters
- Define your values to inform you vision
- Establish values in behavioral terms
- Create a vision statement
- Vision Implementation

Module Description & Intended Learning Outcomes:

Creating a vision is the foundation of every successful business. It's the overarching wisdom and imagination that informs business strategy and underlies operations. In this module, you will define your company values, establish your values in measurable behavioral terms, write the first draft of your vision statement and learn the power of visualization (pun intended).

Learning Resources:

- Journaling exercises: Values Prewrite
- Book: *Start with Why* by Simon Sinek
- Strategic overview and applied learning session

Class 4 – Time & Stress Management

Lead Facilitator: Richard Haynes

Class Objectives:

- Understand where stress comes from
- Explore the idea that stress exists in every transaction for everyone
- Explore how time management and stress are connected.
- Provide ideas and options for time management best practices



Module Description & Intended Learning Outcomes:

This module will explore the underlying stress responses we all have and dive deeper into how everyone experiences stress and how to manage it better in self while aware of it in others. Learn the role time management plays in stress and productivity; look at strategies around managing both.

Learning Resources:

- Book: Essentialism by Greg McKeown
- Strategic overview and applied learning session

Class 5 - Leadership Is A Choice

Lead Facilitator: Keri Drennan

Class Objectives:

- Understand how your own personality determines your leadership style
- Have confidence in your own leadership style
- Learn how to maximize your leadership strengths and remove your limitations
- Bonus: Understand how crucial conversation can build resiliency and authenticity in your team

Module Description and Intended Learning Outcomes: Lead the way in your own way. Everyone is a leader; we will give leaders a deep understanding of their natural leadership style. We will show how to lead with confidence and authenticity, while learning how to meet the needs of their people and their organization

Learning Resources:

- Developing Your Leader Qualities Workbook
- Team Conflict Converter Workbook
- Strategic overview and applied learning session

Class 6 - Marketing

Lead Facilitator: Toni Guffei

Class Objectives:

- Define marketing strategy in today's world, and explain current strategies for different business models (B2C vs. B2B)
- Demonstrate marketing tactics to achieve corporate goals by identifying leading/lagging metrics and KPIs
- Explain ways to create a marketing strategy including an audit process, goal setting and budget allocation

Module Description & Intended Learning Outcomes:

The content will be about marketing strategies for small business owners

Learning Resources:

- Audit tool
- Marketing Funnel Approach
- Framework for Measurement and Analysis
- Strategic overview and applied learning session



Class 7 – Closing Sales

Lead Facilitator: Andrew Anderson

Class Objectives:

- How to identify the “Pain Point” or greatest need in every potential customer
- Move through the 4 Quadrant Model to close
- Introduction to the greatest lead conversion tool - DISC
- What it means to shift away from a closed door toward an opened opportunity

Module Description & Intended Learning Outcomes:

Entrepreneurs come to market with a skill or product they wholeheartedly believe in. Getting others to believe in AND pay for it has always been a challenge. After experiencing the strategies and implementing the tools from this course, you'll have the skillset and confidence to move every potential customer/client into a decision making process that will ultimately benefit them.

Learning Resources:

- Book: *The Greatest Salesman in the World* by Og Mandino
- DISC Overview handout
- 4 Quadrants to close handout
- Strategic overview and applied learning session

Class 8 – Hiring Your Team

Lead Facilitator: Alice Mar Rocher

Class Objectives:

- Learn how to use structured analysis and tools for deciding when to hire and for what job
- Understand and leverage key factors to successfully hire the right people
- Learn and use effective approaches and tools for the job design, requirements, interviewing process and hiring decision
- Design a hiring method that supports the larger goal of building the right team

Module Description & Intended Learning Outcomes:

Participants will learn what considerations, processes and tools to use to hire and build a strong and successful team.

Learning Resources:

- Book: *The Ideal Team Player* by Patrick Lencioni
- Strategic overview and applied learning session

Class 9 – Coaching Your Team For Performance

Lead Facilitator: Richard Haynes

Class Objectives:

- Teach key motivational factors for team members
- Understand the difference between coaching and mentoring
- Teach key coaching principles
- Understand foundational coaching competencies



Module Description & Intended Learning Outcomes:

Provide an understanding of how to develop a growth atmosphere in the workplace and learn what skill sets to work on to improve coaching abilities.

Learning Resources:

- Book: *The Five Dysfunctions of a Team* by Patrick Lencioni
- Handout of Coaching Core Competencies
- Strategic overview and applied learning session

Class 10 – Communication, Influence & Conflict Resolution

Lead Facilitator: Richard Haynes

Class Objectives:

- Understanding miscommunication and assumptions
- Other people have a different basic view of the world
 - Maps & Hallucinations
- Limiting language patterns
 - Where do they come from?
 - How do you recognize them?
 - Tools to dissolve limits
- Focus & Flexibility
- Effective communication structures

Module Description & Intended Learning Outcomes:

Illustrating the structural causes of misunderstanding and how this affects our ability to communicate and influence. Providing and exploring tools to resolve common interpersonal communication challenges, creating more understanding in human interactions.

Learning Resources:

- Smart Work: A Syntax Guide to Influence
- Book: *The Story of You* by David Engleman
- Strategic overview and applied learning session

Class 11 – Strategy Execution

Lead Facilitator: Clint Caldwell

Class Objectives:

- Master effective performance of new concepts and ideas
- Develop an implementation framework
- Learn effective strategies to both implement and create ongoing execution of personal growth, business strategies and adapting strategies in response to feedback
- Provide tools and techniques for executing change and implementation plans
- Learn how to implement tools for monitoring progress, evaluating outcomes, and adjusting strategies as needed



Module Description & Intended Learning Outcomes:

Strategy execution is the disciplined process of translating strategic plans into actionable initiatives to achieve organizational goals. It encompasses the alignment of resources, performance management, and ensuring cohesive efforts across all levels of the organization. Effective strategy execution necessitates clear communication, strong leadership, and continuous monitoring to adapt to evolving conditions and overcome obstacles. This process bridges the gap between strategic vision and operational reality, converting plans into measurable outcomes. Mastery of strategy execution is essential for sustaining competitive advantage and fostering long-term success in a rapidly changing business landscape.

Upon completion, participants will be equipped with the knowledge and skills to lead successful change initiatives, enhancing organizational agility and effectiveness, with a clearly defined plan to execute.

Learning Resources:

- Smart Work: A Syntax Guide to Influence
- Book: *The Anatomy of Peace* by The Arbinger Institute
- Strategic overview and applied learning session

Course Evaluation:

Completion of case study and application of course principles to own business.

