



Program Curriculum



Core 24 - Program Curriculum - Cores 1-6

GETTING STARTED

- Welcome & program tour
- E-learning navigation
- Welcome Toolkit

CORE 1 - YOUR BUSINESS PLAN, BUDGET, AND CASH FLOW

- Do you need a business plan?
- Exercise: Mind mapping a business plan
- Mini workshop: 4 Step annual road map
- Budgeting 101
- Managing cash flow

CORE 2 - ENTITY CHOICE & MANAGEMENT

- Business entities 101
- Selecting the right entity type
- Setting up your entity
- Maintaining your entity

CORE 3 - FINANCIAL INTELLIGENCE

How to read financial statements

- Financials 101
- Balance Sheet
- Profit & Loss ("P&L")

CORE 4 - KEY PERFORMANCE INDICATORS (KPIs)

- KPIs 101
- Mini workshop: KPI Design
- KPIs in Action

CORE 5 - INCOME MANAGEMENT

- Income in your business
- Accounts Receivable
- Sales taxes

CORE 6 - EXPENSE MANAGEMENT

- Expenses in your business
- Reimburse it!
- Inventory



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CORE 7 - BUSINESS BANKING & FUNDING

- Business banking 101
- Funding for your business 101
- Mini workshop: What funding is right for you?
- How to manage debt

CORE 8 - OWNER COMPENSATION & FRINGE BENEFITS

- How to pay yourself as a business owner
- How to set up owner payroll
- Owner comp & cash management
- Owner comp & taxes
- Business ownership perks (fringe benefits)

CORE 9 - EMPLOYEES VS. INDEPENDENT CONTRACTORS

- What is an employee?
- What is an independent contractor?
- Understanding the difference

CORE 10 - ALL ABOUT EMPLOYEES

- Recruiting into your culture
- Modern management & retention
- How to fire an employee properly
- How to pay employees
- Employee benefits

CORE 11 - SOCIAL SECURITY & RETIREMENT

- Retirement basics
- Optimizing Social Security
- Navigating retirement plans

CORE 12 - INVESTMENTS & INSURANCE

- Smart investments for small business owners
- Protecting investments with insurance



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CORE 13 - TAX PLANNING

- How to optimize your tax situation
- Easy tax strategies for business owners

CORE 14 - REAL ESTATE

- Leasing Real Estate
- Buying and Owning Real Estate
- Leasing vs. Buying

CORE 15 - TECHNOLOGY

- Technology Today
- Building Your Technology Plan
- Automation
- Cyber Security

CORE 16 - INTRODUCTION TO MARKETING

- Marketing Basics
- Ideal Customer Persona Analysis
- Marketing Plan & Activities

CORE 17- YOUR BRAND

- Branding Basics
- Your Brand Identity & Strategy
- Delivering & Growing Your Brand

CORE 18 - CUSTOMER EXPERIENCE

- Your Unique Offering
- Designing a Memorable Customer Experience
- Delivering the Experience

CORE 19 - INTRODUCTION TO SALES

- Mindset for Success
- Goal & Action Plan
- Sales Techniques & Strategies



Core 24 - Program Curriculum - Cores 20-24

CORE 20 - LEADERSHIP

- Leadership Basics
- Leadership & Personality Styles
- Practicing Leadership

CORE 21 - COMMUNICATION

- Communicating in Business
- Improving Your Communication Skills

CORE 22 - TIME MANAGEMENT & DELEGATION

- Time Management Basics
- Time Management Techniques and Strategies
- Delegation

CORE 23 - WORKING "ON" YOUR BUSINESS

- Working "On" vs. "In"
- Transitioning from "In" to "On"

CORE 24 - BUSINESS CONTINUITY

- Your Business Continuity Plan
- Preparing a Business for Sale

