



## Microenterprise Business Planning Curriculum & Schedule for Workshops

Workshops	Sequence	Expected Outcomes	Evaluation
<p><b>Writing a Strategic Plan</b> Designed for business owner to plan and write where the company is going, a hands-on-course with a tangible plan of action.</p>	<p><b>October 27</b> 2 hours, 1<sup>st</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation. <b>Key Concepts:</b> direction, mission, vision, analysis of current situation</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Writing a Marketing Plan</b> Instructions, worksheets and guides for the microenterprise owner to create a written document on the what, who, where of their market.</p>	<p><b>November 17</b> 2 hours, 2<sup>nd</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> 4 P's, market strategy, service/product mktg, social media</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Writing a Sales Plan</b> A sales plan puts the marketing plan to work; the day to day, tactical actions necessary for making the sale and closing the deal</p>	<p><b>December 15</b> 2 hours, 3<sup>rd</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> use of mktg plan, know the product/service, the customer, the competition</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Writing a Finance Plan</b> How to get funding? Where to get funding? What types of funding are available? Getting those answers, focusing the microenterprise owner on making sure that funding is available and properly used to run their organization</p>	<p><b>January 19</b> 2 hours, 4<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> debt financing, equity financing, funding types, funding sources</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Completing a Loan Application</b> During this course, a local financier will be available to assist and critic what is needed in order to receive a loan. The microenterprise owner will then have the option of submitting the loan package for approval</p>	<p><b>February 16</b> 2 hours, 5<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> 4C's credit, collateral, cash flow, character</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Becoming Certified with NCTRCA</b> The world of government contracting. Being a Minority, Woman or Disadvantaged business can make a difference. In this course, the microenterprise owner who fit the criteria will fill out an application for the North Central Texas Regional Certification Agency. Once completed, they will have the option of submitting the application for final approval</p>	<p><b>March 15</b> 2 hours, 6<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> advantages, disadvantages, mktg the certification</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>

<p><b>Financial Statement Analysis</b> Running your business by the numbers is important and this course places and emphasis on those numbers. The microenterprise owner will learn how to use ratios, formulas and other techniques on how to use financial statements as a tool for an efficient and effective business</p>	<p><b>April 19</b> 2 hours, 7<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> liquidity analysis, profitability, debt ratios, measure of investment</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Finding the Right People</b> A microenterprise owner needs to know how to get that right person for the job. This course will teach them how to find, screen, and hire the best candidates for the job</p>	<p><b>May 17</b> 2 hours, 8<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> maximizing strengths, complementing weakness, determine needs, criteria</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Negotiating a Better Deal (Getting to Yes books)</b> Negotiations can be a chore, but with the proper training the microenterprise owner can be better prepared to handle agreements, business deals, and disputes. This course will provide solid techniques and tips will bring win-win situations</p>	<p><b>June 21</b> 2 hours, 9<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> interests vs positions, separate people from problem, mutual gain, objective criteria</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Introduction to government contracting</b> The government is the largest buyer of goods and services. Learn how to do business with them and do it right the first time. Gives the microenterprise owner an overview what to do and what not do when doing business with the government</p>	<p><b>July 19</b> 2 hours, 10<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> size &amp; scope, experience, capacity, certification</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Being a subcontractor (Introduction course only)</b> This course will provide tips and ideas on what it takes to be a subcontractor. This will cover a broad area consisting of marketing to prime contractors, teaming agreements, contract rights and capacity building--just to name a few</p>	<p><b>August 16</b> 2 hours, 11<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> prime contractors, teaming agreements, contract rights, capacity building</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>
<p><b>Alternate financing</b> This course will talk about the various sources of funding available to microenterprise owner. Designed to give the microenterprise other options after being turned down by traditional sources. Representatives from a number of alternate finance sources will provide information on what types are accessible</p>	<p><b>September 20</b> 2 hours, 12<sup>th</sup> in a series of 12</p>	<p>Client will have an understanding of key concepts and be able to apply to his/her situation <b>Key Concepts:</b> The Plan Fund, Accion, South Dallas Fair Park Trust Fund</p>	<p>-Pre &amp; Post Workshop Questionnaire on Key Concepts - Client Evaluation and Performance Post Workshop Tool -Client Satisfaction Survey</p>