

“Your Business Plan in Today’s Environment”

Business Planning Support Program

Date	Session	Description	Facilitators
9-16-21	Introduction/Expectations Entrepreneurs vs. Business Owners Mindset	Session 1 We will get to know each other, review program structure and content, discuss instructor and student expectations for the program, and review ground rules for participation. We will describe the differences between an Entrepreneur and a Business Owner. Learn how each identity requires a distinct set of skills and mindset. See how you can embody and strengthen the identity that most applies to you.	Patti Williams Jay Graves Darlene Thorne
9-23-21	Fundamentals of a Business Plan Vision, Mission & Goals	Session 2 We'll review the fundamentals of developing a solid business plan. In addition, we'll discuss how tapping into the reasons why this business is important to you is key to commitment and motivation (e.g. why did you start it? how can your “why” be compelling enough to keep you going when it’s tough?) We'll also discuss how to develop a clear and compelling mission and vision for your business.	Jay Graves Darlene Thorne
9-30-21	Target Market SWOT Success Mindset Supportive Habits	Session 3 This session explores the importance of market research to identify your target customers. We'll discuss the traditional steps in conducting a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). This session will also cover how to manage your mindset to build momentum in your business (e.g. how to work with thoughts that get in your way and how to focus on thoughts that support you). In addition, we'll talk about the importance of developing personal and professional habits that support the goals you've laid out.	Bill Davis Dr. Angie Arrington

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<p>10-7-21</p>	<p>Building the Business Financial Plan</p> <p>Being Mindful & Accountability</p>	<p>Session 4</p> <p>In this session we'll discuss and introduce the mechanics of how to build your financial plan.</p> <p>We'll also discuss the importance of creating systems of accountability and what you can put in place to support a consistent commitment to working in and on your business.</p> <p>In addition, we'll introduce the importance of mindfulness practice to help you manage stress, stay focused, and work with challenging emotions like doubt or disappointment.</p>	<p>Professor Levi Beckwith, Shaw University</p> <p>Sharon Shelton</p>
<p>10-14-21</p>	<p>Business Development/Client Acquisition</p> <p>Preparation for presenting your Business Plan</p>	<p>Session 5</p> <p>This session will focus on the challenges of growing your business through business development and client acquisition.</p> <p>In this session we will also review preparation for the Business Plan presentations. We will also discuss the importance of getting more comfortable with discomfort. A certain amount of discomfort is required to grow, build, expand both professionally and personally, so we'll discuss ways you can work with it without getting overwhelmed.</p>	<p>Bill Davis</p> <p>Darlene Thorne</p> <p>Patti Williams</p>
<p>10-21-21</p> <p>*Extra time in session</p>	<p>Business Plan Presentations</p> <p>Celebration</p>	<p>Session 6</p> <p>In this session, volunteers from the class will pitch their business plans to fellow students, instructors, and a panel of guest judges. Being resilient is key for a business owner. In this session we'll discuss the importance of celebrating success and setbacks with equal enthusiasm.</p> <p>Based on the judge's evaluation, grants will be awarded to the best business plan presentations.</p>	<p>Patti Williams</p> <p>Business Plan Presenters</p> <p>Competition Judges</p> <p>Bank Executives: Present Grants</p> <p>Closeout: ALL</p>