

## HOW TO START AND GROW A SUCCESSFUL BUSINESS COURSE OUTLINE

<p><b>COURSE CONCEPT</b></p>	<p>You have an idea to start your own business. You envisage a successful business to bring you the life and financial rewards you desire for success.</p> <p>Planning, starting, and growing your business is a journey. The course will give you practical steps at <i>each</i> stage to achieve success:</p> <p><b>Stage 1 — Before you start a business</b></p> <p>Understanding the qualities and skills of a business owner and the journey to success.</p> <p><b>Stage 2 — Planning your business</b></p> <p><i>Before</i> you start your journey, important considerations set the foundation for success.</p> <p>Writing your business plan is a roadmap to guide you through <i>each</i> step of starting and managing your business.</p> <p><b>Stage 3 — Starting your business</b></p> <p>Congratulations, you have done the preliminary work to start your business. Starting your business requires a lot of work and dealing with many issues. We provide the strategies to guide you to working successfully <i>in</i> and <i>on</i> your business.</p> <p><b>Stage 4 — Growing your business</b></p> <p>Growth is a key goal for many small business owners. Follow the strategies to grow your business and plan for your business exit.</p>
<p><b>AUDIENCE</b></p>	<p>People who are ready to plan and start a business and those in business who are seeking growth and success.</p>
<p><b>AIMS</b></p>	<ul style="list-style-type: none"> <li>• Support individuals to turn their business idea into a vision, create a realistic business plan to grow a successful business.</li> <li>• Create a realistic framework to plan and assess your business concept and provide strategies to grow a successful business.</li> <li>• Assess the qualities and skills of a business owner, understand your <i>Why</i> for starting and being in business, and the reality of success.</li> </ul>

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### COURSE CONTENT

The course will provide you with the knowledge, skills, and strategies for each stage of business:

#### Stage 1 — Before you start a business

- Qualities and skills of a business owner and self-evaluation
- Know your *Why*
- Your Business Vision
- Business Success Is Like — The illusion of Success an Iceberg
- Are you ready to start a business?

#### Stage 2 — Planning your business (Actions *before* you write your business plan)

1. Need for your product or service
2. Assess your finances
3. Business structure
4. Choose a business name
5. Register your business name
6. Register your business
7. Design a business logo
8. Clarify your target customers or clients
9. Know your competitors

Now-Where-How model

Write your Business Plan following the format below:

- Executive Summary of your business
- Business profile — company description
- The vision, mission, goals, and direction of your business
- Market analysis
- PESTLE Analysis — *optional*
- Products or services that your business will offer
- Organisation and management
- A SWOT (strengths, weaknesses, opportunities, threats) analysis of your business
- Unique Selling Proposition
- Risk Analysis
- Insurance policies
- Marketing and sales plan
- Strategy and Implementation
- Brand your business
- Financial projections

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### COURSE CONTENT CONTINUED

#### Stage 3 — Starting your business

- Will My Business Have a Soft or Hard Launch?
- Set yourself up to accept payments
- Your finances
- Record keeping
- Automate your business
- Hire and manage employees
- Your professional relationships
- Build your professional relationships
- Customer service

#### Stage 4 — Growing your business

- Work ON your business — not just in your business
- Strategies to grow your business
- Surround yourself with advisors and mentors
- Business exit

### LEARNING OUTCOMES

Upon completion of the course, participants will be able to:

- Progress their knowledge and skills at each stage of business from planning, starting, and growing their business.
- Self-assess the qualities and skills of a business owner, and determine your readiness to start a business
- Understand your *Why*
- Assess the need for your business and your finances
- Determine the business structure
- Choose, and register your business name and business
- Design a business logo
- Clarify and understand your target customers
- Research and know your competitors
- Assess the Now-Where-How of your business
- Write a business plan in a format that contains relevant information and important facts
- Create a Marketing Plan that is a blueprint for marketing your products and services and is a step-by-step guide to delivering your business's marketing strategy
- Apply the business principles of planning, starting, and growing to begin a business
- Create an Action Plan to determine the actions, people, and time frame for the activity

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<p><b>LEARNING OUTCOMES</b> <i>CONTINUED</i></p>	<ul style="list-style-type: none"> <li>• Plan for business continuity</li> <li>• Launch your business</li> <li>• Set yourself up for business payment, record keeping, automation of tasks and processes, hiring and managing employees, building professional relationships, and customer service</li> <li>• Apply strategies to grow your business for success and plan for your business exit</li> </ul>
<p><b>LEARNING ACTIVITIES</b></p>	<p>The <b>online</b> course consists of the theory with interactive activities that apply to your business. The activities include:</p> <ul style="list-style-type: none"> <li>• Self-assessment activities</li> <li>• Insightful questions to answer</li> <li>• Visualisation of your business</li> <li>• Identify strategies for your business</li> <li>• Research activities to determine the need for your business, your customers, competitors, Unique Selling Proposition, and range of insurance policies for your business</li> <li>• Practical activities to action for your business</li> <li>• Write business documents that include: Marketing Plan, Business Plan and Action Plan</li> <li>• Brand your business for your website, social media, email marketing, SEO and offline marketing strategies</li> <li>• View a range of videos with reflections on your learning</li> </ul>
<p><b>LEARNING METHODOLOGY</b></p>	<p>Online learning enables you to study at your own pace and schedule your learning at a time that suits you.</p> <p>Career Coaching and Training will facilitate a webinar to apply the knowledge and skills and answer your questions to support, plan, and grow your business.</p> <p>The course encourages collaborative discussions among peers. Participants are welcome to provide answers to questions and share their learning, experiences, resources such as references, blog articles, video clips, affirmations, and other tips to make learning and development a meaningful experience.</p>
<p><b>PREREQUISITES</b></p>	<p>There are no prerequisites for the course.</p>
<p><b>DURATION</b></p>	<p>Self-paced learning, approximately 10 hours.</p>

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### ADDITIONAL PROFESSIONAL DEVELOPMENT

The course is a stand-alone program to assist you in planning, starting and growing a successful business. We recommend you work closely with a business coach to support you throughout your journey to take you to the next level and increase your profitability.

Upon completing the course, we recommend that you enrol in the Discovering Entrepreneurship course for participants with a vision and who want to take their business to the next level.

### FURTHER INFORMATION

[careercoaching.training](http://careercoaching.training)  
[hello@careercoaching.training](mailto:hello@careercoaching.training)

