

Lakeland Entrepreneurship Academy Topics & Schedule

Topic	Date - Time
Strategic Planning - If you don't know where you're going, any road will get you there Tim McCarthy	Wednesday, March 7, 2012 8:00am-10:30am
Taking the Time-Crunch Out of Business (Time Management/Productivity) Larry Lamphier	Wednesday, March 14, 2012 8:00am-10:30am
Marketing and PR: Beyond Advertising and Newspaper Stories Gary Robinson	Wednesday, March 21, 2012 8:00am-10:30am
Building Customer Relationships (Customer Service) Deborah Chaddock Brown	Wednesday, March 28, 2012 8:00am-10:30am
Say Less...Sell More – Consultative Sales Skills for Strategic Relationships as a Trusted Advisor Kordell Norton	Wednesday, April 4, 2012 8:00am-10:30am
HR Makes a Difference Gail Reese, SPHR & Rose Ann Kay, SPHR, GPHR	Wednesday, April 11, 2012 8:00am-10:30am
Web Site Design and Search Strategies in 2012 Jerie Green & Kathy Smith	Wednesday, April 18, 2012 8:00am-10:30am
It's In The Books – Accounting Joe Skoda	Wednesday, April 25, 2012 8:00am-10:30am
Legal Essentials for the Business Owner Frank Manning	Wednesday, May 2, 2012 8:00am-10:30am
Financing for Your Small Business Allen Weaver	Wednesday, May 9, 2012 8:00am-10:30am
Insurance: Can't afford it: Can't afford to be without it Dave Cherosky & Mike Priesler	Wednesday, May 16, 2012 8:00am-10:30am
Graduation Breakfast at Lakeland	Wednesday, May 23, 2012 8:00am-10:30am

Note – All classes are taught by local Subject Matter Experts

Topic Descriptions

"If you don't know where you're going, any road will get you there" (Strategic Planning)

In this session, successful entrepreneur and teacher Tim McCarthy (www.workplacemedia.com; www.raisingcanes.com) will cover the fundamentals of strategic planning:

Situation Analysis - Before you invest money, it's good to explore your market. Tim will help you find sources to learn about such things as market size and demographics of your target audience and the competitors already serving them.

Issues and Implications - Once you know the situation, you must decide what is important and what you can do about it. During this half hour, Tim will use real life examples to show you how he has done this so that you can too.

Goals and Strategies - Now that you know the situation and what you need to do about it, you can decide what you can realistically expect to achieve (goals) and how you can get there (strategies).

Tactics, Timetables Budgets - It's Tim's experience that plans don't make a difference unless they're implemented. He'll show you how to "hit the ground running" in this final segment.

Measuring and Questions -To close the class, Tim will have you create your own measure and milestones so that you'll know if your plan is succeeding. He'll also answer any questions not yet covered.

Taking the Time-Crunch out of Business (Time Management/Productivity)

We all wish we had more time in the day to work on and in our business. Unfortunately, there are only 1440 minutes in each day and we can't save, borrow, or manufacture more time. In this highly engaging session, entrepreneurs will learn the power of self-management to help us get the most out of the limited time we have.

Key Learning Points:

- Increase your awareness of your attitudes towards time.
- Learn to plan time by setting goals.
- Identify your "Procrastination Patterns" and how to avoid them.
- Learn to take Self-Management actions that will help manage your time.

Marketing and Public Relations: Beyond Advertising and a Story in the Newspaper

The essence of marketing is to understand your customers' needs and develop a plan that addresses those needs. The most effective way to market a small business is to focus your efforts on the tools available from your marketing portfolio that are most likely to energize your target audience. This session will help you prioritize the best approaches to utilize limited marketing dollars for the biggest return on your investment. We'll also provide you with the tools you will need to develop and execute a Public Relations (PR) plan that is proactive and supports the marketing plan developed in the previous session. The PR plan will address

developing the objectives, how to position your business or product in the eyes of your target audience, and how to successfully craft a message that will be heard, and remembered, by your customers.

Building Customer Relationships (Customer Service)

A great customer experience is an important part of customer retention. Happy customers return to shop in the future and they tell their friends about your business. Deborah will speak about the importance of earning customer loyalty. She will share specific tips on:

- understanding and exceeding customer's expectations
- the importance of making it easy to do business with you
- ways to actively listen
- the difference between perception versus reality.

This session includes break out assignments to better illustrate some of the ways listening and understanding the customer's perspective can help build customer relationships. Attendees will walk away with actionable items they can put in place immediately to build relationships with their customers and earn their loyalty so they remember, refer and return.

Say Less...Sell More – Consultative Sales Skills for Strategic Relationships as a Trusted Advisor–

The old manipulative sales techniques are killing business. Learn how to get fewer objections, sell value, get more referrals, and connect with customers in powerful, long-term relationships built of deep trust. **Say Less...Sell More.** Just what is Consultative Selling and how do you use this to become a trusted advisor and expert to the customer? What are four types of questions that top producing sales people ask?

It's In The Books – Accounting

Joe Skoda brings over 50 years of experience to this valuable session. We'll begin by covering the types of business records, their importance, and how they help you manage your business. We'll then dig into cash flow and tips on how to ensure that a cash flow "crunch" doesn't cripple your business. Lastly, we'll talk about your accounting and bookkeeping system and how to keep them on track.

Web Site Design and Search Strategies in 2012

Whether you have a simple web site or a sophisticated web presence, you know that successful promotion on the Internet is a moving target. As technology changes, you find that you must run in place just to keep up with your competitors. Lakenetwork.net will talk about user-friendly navigation, solid design, technical requirements, search engine strategies and essential content that can chase your rivals off the playing field. We'll also devote some time to new web strategies and how they can help your business.

HR-Makes a Difference

During this fast paced session will cover the following HR Musts for any small business:

- How building a team can be more important than the equipment they will use
- Compensation & Benefits
- The importance and value of employee evaluations
- HR Laws to remember
- The importance of goals (the difference between working in the business and working on the business)

Legal Essentials for the Business Owner

During this session Frank Manning will provide an outline of legal issues for the business owner gleaned from his twenty years of advising businesses. The issues will cover a wide variety of topics including: Incorporating

and what it means, How to sign in a corporate capacity, When should I consult a professional, Why modifying my business name can cause big trouble, How to bring in a partner without ruining my life, “I want to sell my business now what do I do?” and related topics. Mr. Manning requires class questions and participation to ensure the content is meaningful and relevant to all who attend.

Financing for Your Small Business

This session will cover the various sources of potential funding for your business growth. We'll discuss the advantages and disadvantages of SBA guaranteed loans, state and local programs and conventional financing. Learn how to position your business for success in obtaining financing.

Insurance: “Can’t afford it. Can’t afford to be without it”

During this session two experienced insurance agents will cover small business insurance needs from A to Z. We'll discuss group health insurance and how you can determine the best fit for your company. We'll talk about how rates are determined, the different types of coverage, the variety of ancillary products (dental, life, DI and AFLAC) and how health care reform is going to affect your small business. Following the discussion on group health insurance we'll dig into property and casualty insurance and cover business liability, commercial auto, key person and business continuation options.