

## Overview

### From concept to reality

- Testing the vision
- The rudiments of strategy
- Market research
- Business planning
- Marketing
- Delivery
- Regeneration
- Strategic alliances/outsourcing
- e-Commerce

### The realities of running a business

- Making the shift
- Skills inventories - yours, colleagues, partners and family
- Sole trader, partnership or limited company
- Negotiating and closing deals
- Professional services needed
- Statutory requirements
- Going for growth

## Purpose

### This program will enable you to:

- Undertake a self assessment to ascertain suitability for self employment
- Identify your target market
- Discover new approaches to opportunities
- Hone your delivery skills
- Understand routes to gaining what you want in business
- Play to your strengths
- Develop a personal strategy
- Optimise your relationships with customers, contractors and associates
- Handle professionals such as accountants, lawyers, marketing agencies etc
- Position your products or services to best advantage

## Objectives

### Day 1 - a.m.

- Objectives for the day
- Introduction/psychometrics review
- Self assessment for self employment
- Business and value propositions
- What makes for a good business?
- How does yours stack up?

### Day 1 - p.m.

- Business strategies
- Business planning
- Market research and marketing
- Negotiating skills
- Websites and e-tools for business
- Checklists/information sources
- Feedback and action plans

### Day 2

- Comprises a review of outputs from day 1 and assignments set during intervening week, current action plan and way forward

## Program Director

### Your program Director will be Vic Baxter, with one or two guest speakers/specialists

Vic draws on a highly relevant personal experience from his first business aged 11 growing and marketing sugar cane to taking an affiliate operation from £nil to £0.5million within 12 months; from running his own consultancy to launching another that did £490K in under a year - with 2 co-directors - part time. Careers in engineering, quality management, human resources and organisational development equipped Vic to consult immediately after leaving Shell in 1991. Currently holding 2 directorships, 2 non executive advisorships and founder/chairman status in an emerging enterprise, Vic's latest developments include Pentabay and eVentureCapitalist.com. Vic brings a wealth of leading edge knowledge and experience, tools and techniques, founded on best practice and enriched by a lively and entertaining mind that challenges many of the fetters that hold us back from doing more of what we want to do and less of what we have to do! He will also share his innovative and mould breaking thoughts on remuneration - "Vic's 27 ways to get paid".



## Preparation

**Essential** - Generate a synopsis of your proposed enterprise to bring with you

**Desirable** - email a summary of your current status to: [mepc@businessworkout.com](mailto:mepc@businessworkout.com).

Identify your 10 most pressing challenges in getting your show "on the road"

**Optional** - completion of an 'Insights' Evaluator. Consider your 30 or so life goals.