301-258-8200 | Sales@PhoenixTS.com | www.PhoenixTS.com

View Full Course Details including Latest Schedule Online

PHOENIX TS

Entrepreneurship Training

This training teaches students the basics of entrepreneurship.

BONUS! Cyber Phoenix Subscription Included: All Phoenix TS students receive complimentary ninety (90) day access to the Cyber Phoenix learning platform, which hosts hundreds of expert asynchronous training courses in Cybersecurity, IT, Soft Skills, and Management and more!

Course Overview

Phoenix TS' instructor-led Entrepreneurship course is designed to help participants understand how to make wishes and turn them into reality with the Federal workspace. This training will:

- Identify what's important personally and professionally
- Use goal-setting activities and appropriate language to articulate their wishes
- Use motivational techniques to help themselves reach their goals
- Understand how to deal with setbacks

Schedule

Currently, there are no public classes scheduled. Please contact a Phoenix TS Training Consultant to discuss hosting a private class at 301-258-8200.

Course Outline

Course Overview

- Instructor introductions
- Student introductions and objectives

- Course objectives

What It Takes to Make It

- Entrepreneurial characteristics

Resources to Consider

Laying the Groundwork

- Finding Business Ideas
- Considering the Options
- Outlining Your Ideas
- Evaluating Your Capacity for Risk

Building On Your Business Idea

- Developing Your Product Ideas
- Making Connections
- Identifying Your Target Market and Customers
- Developing Your Value Proposition
- Creating Financial Projections

Business Ownership Options

- Types of Business Ownership
- Purchasing a Franchise
- Purchasing an Existing Business

Key Documents to Prepare

- Business Plan
- Executive Summary
- Pitch Deck
- 30-Second Pitch
- Practicing the Pitch

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Gathering Funding

- The Basics of Financial Statements
- Brainstorming Solutions
- Funding Options

Developing Your Product

- The Steps of Product Development
- Protecting Your Intellectual Property

Creating a Sales and Marketing Strategy

- Introduction to Marketing
- Stage One: Consumer and Market Analysis
- Stage Two: Analyzing the Competition and Yourself
- Stage Three: Analyzing Distribution Channels
- Stage Four: Creating a Marketing Plan

Branding 101

- What Branding is All about
- Developing Your Brand Name
- Developing a Slogan
- Types of Logos
- Getting Creative

Setting Up Your Office

- Choosing a Location
- The Pros and Cons of Home-Based Businesses

Launching the Business

- Getting Off the Ground
- Setting Up Your Organizational chart
- Recruiting and Engaging the Right People

Keeping the Business Moving

- Keeping Track of Your Business
- Growing Your Business
- Signs of Trouble
- Don’t Give Up

Being an Entrepreneurial Leader

- Leadership Characteristics
- Michael Gerber’s Three Perspectives

Bringing It All Together

- Checklist for Success
- Making Connections

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Starting at **$1,495**

ATTENTION

For GSA pricing or Contractor quotes call 301-258-8200 – Option 2.

GSA

Price Match Guarantee

We'll match any competitor's price quote. Call us at 240-667-7757.

Included in this **Entrepreneurship Training**

- 2 days instructor-led training
- Entrepreneurship Training training book
- Notepad, pen and highlighter
- Variety of bagels, fruits, doughnuts and cereal available at the start of class*
- Tea, coffee and soda available throughout the day*
- Freshly baked cookies every afternoon*

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