



[View Full Course Details including Latest Schedule Online](#)

PHOENIX TS

# Entrepreneurship Training

This training teaches students the basics of entrepreneurship.

**Due to Covid-19 safety restrictions** PhoenixTS will temporarily be unable to provide food to our students who attend class at our Training Center; however, our Break Areas are **currently open** where students will find a constant supply of Coffee, Tea and Water. Students may bring their own lunch and snacks to eat in our breakrooms or at their seat in the classroom or eat out at one of the many nearby restaurants.

## 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

DATE	LOCATION	
<b>7/20/22 - 7/21/22 (2 days)</b> 8:30AM - 4:00PM	<b>Mechanicsburg, PA</b> Sold Out	<a href="#">Contact Us</a>
<b>8/04/22 - 8/05/22 (2 days)</b> 8:30AM - 4:30PM	<b>Tysons Corner, VA</b> Open	<a href="#">Contact Us</a>
<b>8/11/22 - 8/12/22 (2 days)</b> 8:30AM - 4:30PM	<b>Live Online</b> Open	<a href="#">Contact Us</a>
<b>8/11/22 - 8/12/22 (2 days)</b> 8:30AM - 4:30PM	<b>Columbia, MD</b> Open	<a href="#">Contact Us</a>



DATE	LOCATION	
<b>9/08/22 - 9/09/22 (2 days)</b> 8:30AM - 4:30PM	<b>Tysons Corner, VA</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>9/15/22 - 9/16/22 (2 days)</b> 8:30AM - 4:30PM	<b>Live Online</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>9/15/22 - 9/16/22 (2 days)</b> 8:30AM - 4:30PM	<b>Columbia, MD</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>10/20/22 - 10/21/22 (2 days)</b> 8:30AM - 4:30PM	<b>Tysons Corner, VA</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>10/27/22 - 10/28/22 (2 days)</b> 8:30AM - 4:30PM	<b>Live Online</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>10/27/22 - 10/28/22 (2 days)</b> 8:30AM - 4:30PM	<b>Columbia, MD</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>12/08/22 - 12/09/22 (2 days)</b> 8:30AM - 4:30PM	<b>Tysons Corner, VA</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>12/15/22 - 12/16/22 (2 days)</b> 8:30AM - 4:30PM	<b>Live Online</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>12/15/22 - 12/16/22 (2 days)</b> 8:30AM - 4:30PM	<b>Columbia, MD</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>2/02/23 - 2/03/23 (2 days)</b> 8:30AM - 4:30PM	<b>Tysons Corner, VA</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>2/09/23 - 2/10/23 (2 days)</b> 8:30AM - 4:30PM	<b>Columbia, MD</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>2/09/23 - 2/10/23 (2 days)</b> 8:30AM - 4:30PM	<b>Live Online</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>5/04/23 - 5/05/23 (2 days)</b> 8:30AM - 4:30PM	<b>Tysons Corner, VA</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>5/11/23 - 5/12/23 (2 days)</b> 8:30AM - 4:30PM	<b>Live Online</b> <a href="#">Open</a>	<a href="#">Contact Us</a>
<b>5/11/23 - 5/12/23 (2 days)</b> 8:30AM - 4:30PM	<b>Columbia, MD</b> <a href="#">Open</a>	<a href="#">Contact Us</a>



## DATE

## LOCATION

**8/03/23 - 8/04/23 (2 days)**

8:30AM - 4:30PM

**Tysons Corner, VA**

[Open](#)

[Contact Us](#)

**8/10/23 - 8/11/23 (2 days)**

8:30AM - 4:30PM

**Live Online**

[Open](#)

[Contact Us](#)

**8/10/23 - 8/11/23 (2 days)**

8:30AM - 4:30PM

**Columbia, MD**

[Open](#)

[Contact Us](#)

**11/02/23 - 11/03/23 (2 days)**

8:30AM - 4:30PM

**Tysons Corner, VA**

[Open](#)

[Contact Us](#)

**11/09/23 - 11/10/23 (2 days)**

8:30AM - 4:30PM

**Live Online**

[Open](#)

[Contact Us](#)

**11/09/23 - 11/10/23 (2 days)**

8:30AM - 4:30PM

**Columbia, MD**

[Open](#)

[Contact Us](#)

## 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

## 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



# PhoenixTS

301-258-8200 | [Sales@PhoenixTS.com](mailto:Sales@PhoenixTS.com) | [www.PhoenixTS.com](http://www.PhoenixTS.com)

- 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  
[240.667.7757](tel:240.667.7757)



**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\*