



It Starts With Us!

Where Smart People Go to BOOST Their Business

Better San Diego's Small Business Booster

Business Development, Strategy and Process Improvement course (10-4 hour sessions)

Session 1: You Cannot Afford to Fail (also expectations & overview)

- ✦ Head in the clouds: dreams, vision & values- vision & values statement
- ✦ The mistakes of the mission
- ✦ Caterpillar to butterfly- business lifecycles
- ✦ How to know you're already 2.7 days behind- strategy & critical goal categories
- ✦ Know your type- business leadership styles
- ✦ What's your magic number- exit strategies

Session 3: The Problem with Strategy

- ✦ I love it when a plan comes together- strategic planning basics
- ✦ Lather, Rinse, Repeat- organizational course-correction
- ✦ Breakfast of champions- key assumptions and business metrics
- ✦ Smarter not harder- strategic alignment methodology
- ✦ No 'A' for effort- intro to goal planning
- ✦ Flea circus- leveraging behavioral technology

Session 5: Sorcery, Voodoo, Black Magic and Marketing

- ✦ Don't get what you pay for- nurture marketing
- ✦ ITOK- the most common marketing mistakes
- ✦ Friends w/ benefits- benefits v. features pitfalls
- ✦ Words kill- marketing copy
- ✦ Help buy, don't sell- the psychology of your target market
- ✦ Are they into you?- customer acceptance & price points
- ✦ Leader of the pack- overcome market forces/noise of competition

Session 7: Advanced Marketing Wizardry

- ✦ Profit through Altruism
- ✦ A's & B's- split testing
- ✦ The 24/7 machine- ecommerce
- ✦ Psych them out- psychological triggers
- ✦ Check yourself- arm-checking diagnostics
- ✦ The Jedi mind trick- advanced PR & Branding
- ✦ Future is now- interactive media

Session 9: Customize without the Crazy

- ✦ Band-aid v. Surgery- root cause analysis
- ✦ McD-it- variability control
- ✦ Need for speed- cycle time reduction
- ✦ Learn Japanese- kaizen
- ✦ Godfathers of quality- indigenous quality movement

Session 2: the Royal 'We'

- ✦ Processes, Protocols & Procedures, oh my!- organizational thinking
- ✦ Object in mirror are closer than they appear- balanced scorecard/dashboard
- ✦ Computers are your friend- technological time-savers/ accelerators
- ✦ Farm system- hiring the right staff
- ✦ Give a kid a break- internships
- ✦ Enough talk- goal seeking v. goal setting v. goal achieving

Session 4: Watching Your Lines

- ✦ The 3 lines that make all the difference-professional budgeting
- ✦ Own the bank- financing
- ✦ The real math of business- hidden & true costs
- ✦ Just like pizza- streamlining costs & cutting corners without sacrificing quality
- ✦ The big bucks- P&L basics and outsourcing

Session 6: Life Balance

- ✦ Family-centered families- priorities and living with no regrets
- ✦ Water tank- how to run hard forever
- ✦ The fulcrum- season specific prioritization
- ✦ Don't fake the funk- nature of habits and the effect on family
- ✦ The chess box- considerations of legacy

Session 8: The Hidden Goldmine of Your Business

- ✦ Friends in high places- social targeting strategies and mechanisms
- ✦ Kill cold-calling- effective nurture marketing strategy
- ✦ The fan club- nuts and bolts of customer feedback (NPS v. ACSI)
- ✦ VIP treatment- achieving preferred provider status
- ✦ Don't be a giver- common mistakes in networking

Session 10: Build an Empire

- ✦ Knowing your type- environmental scanning and appropriate aggressiveness
- ✦ Sweet spot- how to leverage strengths and eliminate weaknesses
- ✦ Help them love you- residual product basics
- ✦ Unleash the expert within- speaking/presentation basics
- ✦ Reality check- overcoming celebrity hesitancy
- ✦ Behind the veil- the real business models of the elite

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