

Entrepreneurship Training: Launching the Idea (ENBOI, 2 jours)

Description

Have a great idea, energy, drive and a goal? Need some concrete direction on how to move your idea from a dream to reality? The course Launching the Idea (Entrepreneurship Training) will help you understand the foundations of entrepreneurship: explore, develop, launch and scale. It will dive into the nuts and bolts of Business Basics to ensure you have a good foundation to build your business. This course is perfect for people with a great idea, a prototype, a small-scale home-based businesses, Tech Start-Up, or self-employed trades and professionals looking to grow!

Tarifs

- Tarification: \$1,500/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

Developing the Idea

Overview Business Development Cycle

I Have a Great Idea: Now What?

Self-Inventory

Brainstorming for Success

Understanding Obstacles, Assumptions and Limitations

Personal Skills for Professional Success

Growing a Thick Skin: Building Resiliency

Understanding your Personality Style

Understanding Others

Communication Etiquette: face-to-face, email, phone, social networks

Understanding Bias, Overcoming Bias

The Power of Design Thinking

What is Design Thinking?

Who Can Use Design Thinking?

Pros and Cons of Using Design Thinking

Understanding Business Basics

Business Types: Service, Merchandising, Manufacturing, Social, Hybrid

Why a Business Model?

Let's Get Started

Case Study

Business Brainstorming

Practical Feedback on Business Ideas

Next Steps