

Latina Entrepreneur Program

Business Development Plan

Getting Started		8	Market Segmentation <i>Creating opportunities for growth</i>
	Business Assessment <i>Creating an overview of your business</i>	9	Brand Building <i>Branding your products and your business</i>
1. Leadership		3. Finance	
1	Values, Passion and Purpose <i>Putting your life first</i>	1	Financial Management that Supports Your Vision <i>Managing money to build your future</i>
2	Your Company Values <i>Creating a culture based in meaning</i>	2	Your Budget Plan <i>Planning to earn a profit</i>
3	Your Vision <i>Creating the picture of your business as it will be</i>	3	Your Cash Plan <i>Managing the lifeblood of your business</i>
4	Key Strategic Indicators <i>Tracking your progress towards achieving the vision</i>	4	Key Financial Indicators <i>Keeping score of the value you create</i>
5	Transforming Frustrations Into Solutions <i>Solving problems from the root cause</i>	5	Ratio Analysis <i>Managing by the numbers</i>
6	Time Management <i>Optimizing your most precious resource</i>	6	The Financial Manager <i>A powerful business management tool</i>
7	Self-Organization <i>Keeping a clear mind</i>	7	Where's the Money Assessment <i>Finding hidden sources of cash</i>
8	Qualities of an EMyth Manager <i>Embodying your values and leading others to do the same</i>	4. Management	
9	Dysfunctional Business Themes <i>Taking personal responsibility to create change</i>	1	Your Organizational Strategy <i>Creating the framework to grow toward your vision</i>
10	The EMyth Perspective <i>Understanding the essence of business development</i>	2	Your Systems Strategy <i>Identifying the key systems you need to succeed</i>
2. Branding		3	Business Development Meetings for Employees <i>Getting your people engaged</i>
1	Your Brand Commitment <i>Defining your promise</i>	4	Mentoring Your People <i>Freeing your people to move beyond their limitations</i>
2	Your Most Probable Customer <i>Identifying your target markets</i>	5	Position Agreements <i>Creating the road maps for your employees' success</i>
3	Your Trading Area <i>Locating your target markets</i>	6	Working Relationships That Work <i>Getting results through communication, accountability, and trust</i>
4	Customer Perceptions and Behavior <i>Understanding how your customers make decisions</i>	7	Designing Systems <i>Orchestrating your business for consistent, predictable results</i>
5	Positioning and Differentiating Your Business <i>Setting your business apart from the rest</i>	8	Your Recruiting Process <i>Finding the right people</i>
6	Your Image and Sensory Package <i>Making the right impression on your customers</i>	9	Your Hiring Process <i>Choosing the right people for your team</i>
7	Your Marketing Strategy <i>Setting the course for customer satisfaction</i>	10	Creating a High Performance Environment <i>Developing a culture that embraces change</i>

5. Delivery

1	Your Product Strategy and Design <i>Creating the product concept that will delight your consumers</i>
2	Your Delivery Process <i>Getting your product into your customers' hands</i>
3	Your Customer Service Process <i>Going the extra mile</i>
4	Quality Management <i>Doing what you do with excellence</i>
5	Exceeding Your Customer's Expectations <i>Creating a powerful customer experience</i>

6. Sales

1	Your Sales Process <i>Giving your customers the opportunity to say "Yes"</i>
2	Effective Sales Presentations <i>Tailoring your presentations to your customers' needs</i>
3	Your Client Reconversion Process <i>Making the most of your best market — your existing customers</i>
4	Your Referral Process <i>Turning customers into advocates</i>

7. Marketing

1	Your Lead Generation Process <i>Attracting qualified leads</i>
2	Lead Generation Channels <i>Reaching your target markets</i>
3	Lead Generation Messages <i>Creating the magnetic message</i>
4	Social Media <i>Participating in the online community</i>



Dr. Yasmin Davidds'

LEADERSHIP INSTITUTE



Latina Global Executive Leadership Program Latina Entrepreneur Program

Host Sponsor

USC Marshall
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USC Latino Alumni Association

Jan 26	Jan 27	Jan 28	Jan 29	Feb 18	Mar 18	Mar 19	Apr 15	May 20	May 21	Jun 24	Jul 29	Jul 30	Aug 26
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8:30 am – 10:30 am

Leading with Authenticity: Leveraging Bicultural Management Leadership as a Competitive Advantage	Becoming A Global Leader: Building Social Capital for Career Advancement	Women and Power: Mastering Emotional Intelligence and Negotiating Power	Becoming an Influential Change Agent: Establishing Your Leadership Brand for Maximum Impact and Visibility
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10:30 am – 12:00 pm

Lead with Authenticity	Crucibles of Leadership	Discovering Your Authentic Self	Reviewing Your 360 Assessment Feedback	Leadership Values, Principles & Ethical Boundaries	Extrinsic and Intrinsic Motivations	Build Your Support Team	The Integrated Leader	Your Transformation from I to WE	Lead with Purpose	Empower Others to Lead	Becoming a Global Authentic Leader	Create Your Personal Leadership Development Plan	Sharing Your Leadership Plan
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12:00 pm – 1:00 pm Networking Lunch

1:00 pm – 5:00 pm

Your Leadership Story Thru a Cultural Lens	Share Your Leadership Crucible	Navigate Beyond Conflict	Develop Team Norms & Expectations	Power & Influence	Effective Negotiating	Negotiating Your Value Proposition	Social Capital Part 1	Social Capital Part 2	Emotional Intelligence 1.0	Emotional Intelligence 2.0	Establishing Your Leadership Brand 101	Establishing Your Leadership Brand 102	Becoming an Influential Change Agent
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ENTREPRENEUR FRIDAY SESSIONS 2017

February 17, 2017	March 17, 2017	April 14, 2017	May 19, 2017	June 23, 2017	July 28, 2017
Leadership: Values, Passion and Purpose	Branding & Marketing: Positioning and Differentiating Your Business	Management: Your Organizational Strategy	Delivery: Your Product Strategy and Design	Finance: Financial Management That Supports Your Vision	Sales & Marketing: Your Lead Generation Process