



LATINA ENTREPRENEUR PATH

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LATINA ENTREPRENEUR PATH Program Overview

PROGRAM VISION

- Leading Latina Entrepreneur Leadership Development Program in the Country
- Curriculum: Top-tier Industry recognized entrepreneur curriculum
- Faculty: Prestigious university entrepreneurial faculty
- Guest Speakers: Extremely successful, high caliber business and respected industry
- Led by Latina successful entrepreneur & team of Latina entrepreneur group leaders
- Mentorship Program / Advisors (SCORE)

PROGRAM STRUCTURE

- Morning sessions – True North Authentic Entrepreneurial Leadership Development
 - *Authentic Leadership Harvard Curriculum integration*
- Lunch – Latina Entrepreneur Guest Speakers
- Afternoon sessions – Business Growth and Systems Plan
 - *Emyth Entrepreneurship Curriculum integration*

ENTREPRENEUR PROGRAM CURRICULUM & SCHEDULE (1:00 – 4:45 PM)

DELIVERABLE: BUSINESS GROWTH PLAN

Leadership: Your Value Driven Business

ENTREPRENEURIAL LEADERSHIP

- Your Values, Passion And Purpose
 - Understand the impact of your values on your business and what it means to lead from the inside out
- Your Vision For Your Business
 - Learn why a vision is essential to your business

MEASURING PROGRESS

- Creating A System To Track And Measure Results
 - Learning the importance of measuring progress
 - Creating your progress indicators
 - Learning to plan your progress to reach your vision

Your Product / Service Reimagined

SPECIFICATIONS FOR YOUR NEW PRODUCT / SERVICE

- Learn the importance of viewing your entire customer experience as your product
 - Identify potential innovations that will delight customers
 - Analyze your competitor's products to stay ahead of the competition

SYSTEMATIZING EXCELLENCE

- Create a real-time quality control system based on a culture of excellence
 - Discover the essence of excellence and see how quality is its outcome
 - Identify the attributes of prime importance to your customer
 - Formulate a complete quality review system to keep excellence systematized

AN EXPERIENCE WORTH TALKING ABOUT

- Discover ways to innovate your customer experience so customers spread the word about your business
 - Understand the customer experience cycle and why it's so crucial

- Building your customer experience based on your brand
- Explore competitors and your own customer experience to arrive at distinguishable differences

Branding

THE BRAND COMMITMENT

- Define your brand commitment and Unique Value Proposition
 - Describe your differentiation through a Unique Value Proposition
 - Understand why finding your unique value proposition is crucial to building your brand
- Aligning Your Look And Feel To Your Brand
 - Learn to see the entire sensory package as a whole rather than just parts
 - Explore every area of your business to create a cohesive and consistent image

FINANCE

FINANCIAL INTELLIGENCE YOU CAN USE

- Create a financial foundation action plan
 - Explore your personal relationship with money and how it affects your business
 - Understand different financial perspectives and finance roles
 - Gain the financial intelligence to control and manage your finances

BUILDING A BUDGET WITH VISION

- Forecast your budget
 - Receive the how-to's around creating your budget
 - Learn the importance of budgeting
 - Get how your budget connects with your vision

CREATING A CASH PLAN

- Create a plan to proactively control and manage cash
 - Learn about the critical importance of monitoring cash
 - Understand the difference between making a profit and cash availability
 - Discover ways to improve the cash power in your business

Management

YOUR ORGANIZATIONAL ROADMAP

- Create your org chart
 - Learn how to think about your organizational strategy
 - Create results statements for each position in your organization
 - Learn how to use your org chart and result statements to organize work

BRAND BASED RECRUITING

- Innovate your recruiting process through prioritized action items
 - Understand how to connect your brand and recruitment
 - Learn the essential steps to better recruit and hire
 - Gain greater confidence in your recruitment efforts

DEVELOPING GREAT PEOPLE

- Develop position agreements for accountability
 - Learn to create an ownership culture
 - Become a better mentor
 - Discover one simple way to develop great people
- Create a loyal winning team
 - Making your team part of the plan
 - Getting the right people on board

Sales

YOUR UNIQUE SALES PROCESS

- Design your unique sales process
 - Understand the connection between your brand and sales
 - Discover how sales is not really selling
 - Learn how to innovate your sales process with a needs based approach

CONNECTING WITH YOUR CUSTOMERS

- Create a product-market grid that identifies your primary and flanker markets
 - Learn to gather data and create a demographic profile of customers
 - View your products and services through your customer's perspective

- Understand which of your products or services make the most profit

SELLING WITH INTEGRITY

- Create a sales roadmap to provide a structure for your salespeople
 - Discover what selling with integrity means and how it can improve performance
 - Identify most common questions or concerns and develop responses
 - Integrate your brand in every customer touch point of the sales process

Marketing

REACHING THE RIGHT CUSTOMERS

- Create a product-market grid that identifies your primary and flanker markets
 - Learn to gather data and create a demographic profile of customers
 - View your products and services through your customer's perspective
 - Understand which of your products or services make the most profit

UNDERSTANDING WHY THEY BUY

- Build a Customer Persona that describes the key characteristics of your ideal customer
 - Learn how purchase decisions are primarily made emotionally
 - Uncover the clues from your customers that will help you sell to them
 - Learn about the power of positive association and how to use it

DEVELOPING YOUR CHANNELS

- Determine your marketing channels and create your marketing calendar
 - Learn what makes a good channel to reach your target market
 - Understand how to best evaluate the variety of available channels
 - Discover why your commitment to your channels is critical