



*Dr. Davidds not only brings decades of business experience to the table, but brings it all together in a way where we, as Latina Entrepreneurs, understand how gender and culture play a role in the business world. I could have never imagined the heights that my business would soar as a direct result of being part of the Latina Entrepreneur Program.*

*-Lilly Rocha, Founder  
SABOR Latino Food Show*



*This program has given me the confidence and tools to charge what I am worth. As a result, my business has scaled to the next level.*

*-Jules Hirst, Owner  
Etiquette Consulting, Inc.*

## **Curriculum Includes:**

### **Session 1—Aligning Your Business Growth with Your Values and Purpose**

The opening session will orient participants to the Latina Entrepreneur Program and its philosophy. We will discuss the outcomes of their business assessment and focus on understanding and aligning their values, passion and purpose with the growth of their business

### **Session 2—Systems For Growth**

The second session will focus on how to create systems to track and measure results. Participants will learn the importance of measuring progress, analyzing progress indicators and aligning progress to reach business objectives.

### **Session 3—Financial Foundation**

Creating a financial foundation action plan is essential for growing one's business. In this session, participants will review financial statement basics and develop analyses and forecasting methods to plan and monitor their business growth.

### **Session 4—Brand Commitment**

Branding is associated with 3 C's: Clarity, Consistency and Constancy. In this session, participants will learn why commitment is also an important factor in building their brand. They will identify what their unique value proposition is, how to differentiate their brand from competitors, and how to promote a consistent image of their brand.

### **Session 5—Getting the Right People on Board**

Small businesses frequently attribute their success to the quality and dedication of their people. This session's focus is learning how to develop a loyal winning team by getting the right people on board, making their team part of the plan and creating an ownership culture.

### **Session 6—Marketing Channels and Sales Strategies**

In this session, participants will learn how to determine their best marketing channels and create a marketing calendar. They will design a unique sales process based on a customer persona that personifies the characteristics of their ideal customer.

### **Session 7—Operations and Processes**

In this session, participants will develop a real-time quality control system based on efficiency and building a team culture. The emphasis will be on operations, including work-flows and logistics, to give insight to the business process, what it can be, and how to bridge the gap.

### **Session 8—Access to Capital**

This session will review the different types of financing available, discuss the steps to obtain financial capital through each, and help participants understand which funding sources are most appropriate for their businesses.

## Business Assessment: The 7 Steps to Profitable Business Growth

The Latina Entrepreneur Program offers a powerful set of assessments to provide deep insight into how your organization performs on the 7 fundamental business functions required for growth. These are the functions you must execute well to acquire new customers, grow revenue, and become investment grade. The assessments are designed to provide a cross functional view of your business to accurately determine where your growth efforts are being constrained. Fundamentally the lower your organization scores in a given step the greater the constraint on your growth.



- **Know Thy Customer** - Deep customer intimacy provides the foundation for creating solutions that solve meaningful problems that can be economically justified. Knowledge of customer buying behaviors and barriers to buying are crucial to consummating sales.
- **Know Thy Competition** - A high quality, unbiased and formal understanding of the competitive landscape provides the basis for determining market entry viability, and truly effective market positioning.
- **Develop Strong, Actionable Segments** - A true understanding of market size and the segments that exist within it provides the entrepreneur with the ammunition to create focus and dominate segments.
- **Articulate a Meaningful, Defensible Value Proposition** - A solid value proposition is the cornerstone of market messaging, for setting hooks with customers that inspire them to take next steps through the sales funnel, and for sales/customer dialogue.
- **Commit to Sales as a Differentiator** - Successful execution of a business plan requires as much valuable differentiation as possible. Customer engagement strategies and sales execution must be part of this.
- **Build Passion and Commitment in the Team** - Simply put, inspired teams created inspired results. Over time, in the heat of continuous battle and the overcoming of consistent obstacles team passion and commitment can wane.
- **Align Everything, Establish a Drumbeat** - Rapidly growing, resource constrained organization must manage commitments, aligns its resources and stay focused on the critical success factors.