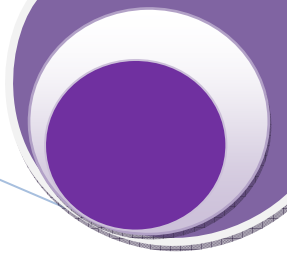


# Starting A Business Of Your Own



## Workshop Description:

*An exhilarating, inspirational, interactive workshop designed for individuals who desire to start a business of their own. Whether participants have a business concept or are trying to determine the type of business to start, this workshop will provide the intricate considerations necessary for launching a business. The workshop is designed to be substantive in business content, yet lively, provocative and motivating. Participants will be inspired and equipped with resourceful tools and knowledge for successful business initiation and management.*

## Learning Outcomes:

*Participants will...*

- **Obtain an Understanding of Personal Entrepreneurial Qualities**
- **Obtain Essential Knowledge for Initiating a Business**
- **Learn Critical Effective Management Practices**
- **Obtain Knowledge of the Factors that can Cause a Business to Fail**
- **Develop Individualized Entrepreneurial Action Plans**

**Time Frame:** 2 hours

## Workshop Format:

- **Self assessment instruments**
- **Topic discussions**
- **Hands-on Business Plan Worksheets**
- **Interactive discussions and activities among participants**

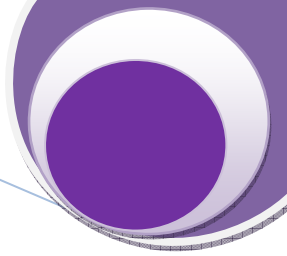
## Multimedia Usage:

- **PowerPoint Presentation**
- **Related Training Materials**

## Presenter:

- **Dr. Millicent Lownes-Jackson**

# Starting A Business Of Your Own



## Workshop Discussion Topics

### **Exploring the Entrepreneur in You**

This session guides participants through a self-exploration of their personal entrepreneurial characteristics and correlates their qualities with the requirements of 21<sup>st</sup> Century Visionary Entrepreneurial Leadership.

### **The Business Plan**

Using copyrighted business plan worksheets and a “hands-on” format, participants will be guided through the intricate components of the Business Plan. Participants will have the opportunity to write down their initial business thoughts leading toward the development of a comprehensive plan for initiating a business.

### **Formula for Success: Putting a Plan into Action**

Participants will leave the workshop inspired to pursue their entrepreneurial dreams and will develop an individualized action plan for making their dreams a reality.