

Career and Professional Development: Entrepreneur Track

Week 1 & 2: Personal Development

- Communication: verbal, non-verbal, written, visual
- Interpersonal skills
- Organizational skills
- Problem solving
- Self confidence
- Adaptability
- Integrity
- Work ethic
- Leadership

Week 1 & 2: Customer Service

- Communication skills continues
- Patience
- Active listening
- Conflict resolution
- Decision Making
- Dependability
- Knowledge of product and services
- Open mindedness
- Responsiveness
- Timeliness

Week 3: Budgeting

- Calculating income
- Calculating expenses
- Set goals
- Choose a budget strategy (envelope system)
- Adjust your habits
- Automated banking (QuickBooks)
- Track your progress
- Developing sample budget

Week 4: Marketing (4 P's)

- Product
- Price
- Promotion
- Place
 - Identify products and services
 - Identify your customers
 - Ask questions
 - Define your marketing mix
 - Test your work
 - Review regularly

Week 5: Networking

- Online groups
- Professional associations
- Casual contacts
- Community service clubs
 - Choose what works best for you
 - Make genuine connections
 - How can you contribute to the relationship?
 - Stay consistent
 - Continue to build your network

Week 6: Human Resources

- Recruitment
- Onboarding
- Employee benefits
- Act as an intermediary
- Training and development
- Legal compliance

Week 7: Goal Setting

- Short term vs long term
- Personal goals: advancing your interest
- Professional goals
- SMART goals used
 - Make goal as clear & detailed as possible
 - How will you measure success?
 - Are they achievable?
 - Is it relevant?
 - Set a beginning & ending date

Week 8: Self Care & Personal Growth

- Work/life balance
- Assess your personal needs
- Achieve a balance that works for you
- Find something you love
 - Control anger
 - Overcome urge to procrastinate
 - Take time to be there for you
 - Break habit of laziness
 - Learn to be considerate
 - Learn to be responsible
 - Develop skills and always learn
 - Positive attitude