

## Launch Course Modules

The seminar days are intensive sessions in which you will be making a deep enquiry into specific segments of the business plan and exploring important areas of self-discovery.

In between seminar sessions you will be applying what you have learnt, progressing your launch, and maintaining a network of accountability and support to keep you on track for your success.

*The syllabus is divided into 9 Modules*

### 1. Define It

Guidelines, tenets and beliefs for the programme.

- Creating a clear vision.
- Setting up support and accountability.

What is your business?

- Define your business.
- Describe what are you launching or re-launching.
- The importance of leading a life of fulfillment.
- Tips to find your purpose if you don't already know.

What motivates and inspires you?

- Understand and tap into your motivation.
- Identify specific needs and gifts.

## 2. Structure

### Build your business plan.

- Understand the importance of your business plan.
- How writing and business planning shape your vision.
- Drill into the detail to raise and answer questions.
- Clarify your path and process.
- Identify strengths and weaknesses, and how to handle them.

### Set your goals.

- Let go of anxieties and areas of avoidance in your business plan.
- Identify strengths and weaknesses, and how to handle them.
- Get highly intentional about what you want to accomplish.
- Make time and make the best use of time.
- Introduce systems that support momentum, smooth flow, and ease.

## 3. Values

### What do you stand for?

- Looking at what interests and drives you.
- Defining your values and beliefs.
- How values express themselves in your business.
- Running your business in line with your values.
- How values set you apart.

### What are your beliefs?

- Understanding beliefs and where they come from.
- Identifying beliefs that hold you back and beliefs that expand what's possible.
- Increasing your ability to easily shift from limitation to expansion.
- Creating new pathways for success.
- Aligning beliefs and values.

## 4. The Market

### Who are your customers?

- Knowing your market and your customers.
- Defining your customers and identifying their needs.
- Deciding how you talk with your customers.
- Looking at what information your customers need.
- Detailing the size of your market and how to you grow within it.

### How to communicate.

- Improving skill sets for effective communication.
- Good Communication = Good Relationships = Good Business.
- Everyone can communicate when they don't have a position.
- The influence of internal attitude on what and how you communicate.
- What you think you said and what they heard.
- Knowing your communication purpose and intention.
- The impact of your business culture on your ability to communicate.

## 5. Competition

### SWOT analysis.

- Delving into the detail of your competitors.
- There will always be competition even if you're first to market.
- What to do and not to do.
- What do your strengths and weaknesses mean in the marketplace.
- Using this information to inform your strategy.

### Resilience and taking care of yourself.

- Overcome the fear of failure and embrace success.
- Improve personal effectiveness, performance and productivity.
- What Taking Care of Self means, why it is important, and how to do it.

- What it means to be resilient: emotional, mental, physical, financial, spiritual.
- Improved wellbeing by addressing sleep, nutrition, exercise and meditation.
- Supporting happiness by first building self-care into all that you do.

## 6. Brand

### Brand bible: look, feel and words.

- The overview of your brand and vision.
- Getting clear on brand personality such as tone of voice, look and feel.
- How your brand sits in the market and among competitors.
- Are you answering a need, calling customers to action or something else?
- The Brand Bible with specifications and examples of use.

### Creativity, inspiration, play.

- If it's not fun, why are you doing it?
- How to engage inspiration and creativity.
- We are playful beings. Know and do what brings you joy.
- Increasing energy: the power of enthusiasm and how to access it.
- Improving results by lightening up: easier, quicker, more fun.

## 7. Reach

### Marketing strategy and plan.

- Detailing your marketing strategy.
- How you will market your product or service to reach customers.
- Your vision to raise brand awareness.
- Social media versus public relations.
- Conferences, shows, markets, sampling for the trade and public.

## Networking: strengths, weaknesses, who do you need?

- Who do you know? Who do you need to know?
- Making connecting easier.
- Staying open and staying on purpose.
- Maintaining your boundaries.
- Being bold and being a leader.

## 8. Finance

### Number crunching and bean counting.

- Pricing.
- Survival budget.
- Profit and loss.
- Cash flow forecast.
- Raising money.

### Accountability and agreements.

- Your word is your bond
- How to make and keep agreements.
- The power of keeping your word.
- Improving confidence, trust in yourself and other unexpected benefits.
- Systems to support you staying on track.
- Little things matter.

### Pitching

We have an additional session in Module 8 for pitching: how to do it, preparation and practicing skills, and insights from a guest investor. Date and time to be confirmed.

## 9. Launch

### Completion and celebration.

- The five stages of completion.
- Focus on success.
- What's next. Keeping momentum.
- Celebration and acknowledgment.
- Party time!