

**“Surviving during an economic down turn”**  
**Small Business Academy**

**Business Essentials**

Week 1    October 14: 2008 Introductions, Overview, Business Plan:  
Who are you? Where are you going? Take cover and protect yourself!

Week 2    Oct 21, 2008: Market & Target:  
Where do I find clients? Do you know where to start?

**Financial Literacy & Management**

Week 3    Oct 28, 2008: Is all my hard work worth it?  
○ Explore how budgets provide performance feedback  
○ Understand how accounting systems tie to the production of useful financial statements

Week 4    Nov 4, 2008: Week 4: Alternative Financing.  
○ Gaining knowledge of alternative sources of financing  
○ Understand the components of a complete financing proposal  
○ Recognize the pitfalls of unmanaged growth

**No Class**    **November 11<sup>th</sup> Veterans Day.**

Week 5    November 18: Hire hard, Fire easy! How do I manage growth?  
○ Determine current and future employee needs and associated costs  
○ Understand the pros and cons of outsourcing

**Investing in your business**

Week 6    November 25: : Growing \$\$ on tress.  
○ Investing in your business  
○ How to protect yourself from bad investments

Week 7    December 2<sup>nd</sup>: Overview of Small Business Insurance  
○ Small Business Insurance Options.  
○ What insurance should I need?  
○ Business Health: Life, Medical, dental insurance for small business

**Growing, changing, and retaining your business**

Week 8    December 9: Doing Business with the Governement and Corporations?  
○ Roadmap to certification  
○ Learning of different certifications and requirements

Week 9    December 12<sup>th</sup> : Business Etiquette  
○ What should be done after meeting a potential client,  
○ Learn how to keep clients coming back!

**Graduation Lunch:**

Closing- awarding business owners who have completed the accelerated course with a certificate of completion.