

Innovative Productivity, Inc. & Lincoln Trail Workforce Investment Board
present

Small Business “Fitness Workout”

Course Introduction

This no-cost, practical, and informative course is designed to strengthen the efficiency, sustainability, and growth potential of existing small businesses by addressing common weaknesses that can threaten overall business health. Specifically, the series of five 4-hour sessions will address how to:

- “Pump-up” a lethargic or non-existent business plan that will serve as a meaningful guide and indicator of progress and success
- “Weigh- in” all the factors that determine true costs
- “Breathe” cash flow management strategies into daily operations
- “Exercise” the use of helpful business templates & spreadsheets
- “Energize” Search Engine Optimization and Website Optimization



The instructor-led course delivery includes the use of hand-out materials, templates, demonstrations, and lecture presentation for a fulfilling learning experience. Hand-out materials include various notes, resource directory, download & on-line material, and an Entrepreneur Resource Tool-kit CD-ROM.

Audience

This course is an excellent choice for any owner or manager of a small business located within the Lincoln Trail Area Development District who seeks assistance in growing or strengthening their enterprise by surmounting the five challenges listed above.

At Course Completion

After completing this course, participants will understand, describe, or apply:

- The overall importance and critical components of a strong and dynamic business plan
- How to evaluate the strength of a business plan
- How to critique and strengthen one’s own business plan
- Using resources for conducting business plan research
- The contributing factors that determine true costs
- The generation of meaningful and accurate accounting reports
- Applying universal rules/strategies for improving cash flow
- The value of standardized document templates and spreadsheets
- How to establish a simple document management system
- Utilizing the features and benefits of a mail merge utility
- Integrating standardized documents into policies, procedures & best practices
- How to bolster Search Engine Optimization and maximize web presence
- Applying strategies to conduct competitive intelligence



Prerequisites

Ideally, prospective participants should be current owners or managers of a small business enterprise who have responsibility for daily management, operations, and the general business processes.

Course Materials

- Presentation handbook
- Sample business plans
- Sample business letters
- Sample cash and cost flow management spreadsheets
- Resource Toolkit CD-ROM

Topical Course Outline

Overall Value and Importance of a Business Plan
Critical Components of a Strong Business Plan
Critical Review of Sample Business Plans
Critique Your Own Business Plan
Helpful Business Plan Resources
Direct vs. Indirect Costs
Salaries and Wages
Payroll Taxes and Benefits
Fixed Operating Expenses
Other Expenses
Job Costing / Project Costing
Labor Productivity and Utilization Factors
Cash vs. Accrual Accounting

Accounting Reports
Rules / Strategies for Improving Cash Flow
Overall Value of Template Use
Integrating Standardized Documents Into Policies,
Procedures, and Best Practices
Establishing a Simple Document Management
System
Standard Business Templates & Spreadsheets
Keyword Research
Competitive Intelligence
Local Search Engine Optimization
Link Building Secrets

Course Cost, Duration, Schedule & Registration

Cost: Free sponsorship provided by Lincoln Trail Area Development District

Duration: 20 contact hours



Meeting Dates, Time, and Location:

Course Meeting Dates					Meeting Time	Meeting Place
4/7/11	4/14/11	4/21/11	4/28/11	5/5/11	1:00 – 5:00 p.m.	Regional Education Center 2000 Challenger Way Radcliff, KY 40160

Registration: Class size is limited; all applications will be considered in the order in which they are received. Interested parties should complete the registration form and submit it no later than March 31, 2011. The registration form is available at www.mttc.org.

For more details about this course or any workforce development training, please contact
IPI Training Coordinator at: entrepreneurs@mttc.org

This project is funded by the Kentucky Education and Workforce Cabinet with WIA Title 1 funds and the Lincoln Trail Workforce Investment Board.