

# **Small Business Management Program Outline – 2025 / 2026**

## **Module 1 Introduction / Business Assessment**

**Tuesday, October 7<sup>th</sup>, 2025**

- Program Goals and Objectives
- Preparing and Adapting to New Ideas and Strategies
- Four Challenges of Building and Growing a Business (Sales, Profit People, Process)
- Business Assessment and Action Plan

## **Module 2 EMyth–“Working on Your Business” Versus “In Your Business” Tuesday, November 4<sup>th</sup>, 2025**

- Business Builder Personality (What Type Are You)
- The Franchise Model Perspective
- Business Development Process – 7 Distinct Steps
- The “Why” of Systems

## **Module 3 Business by the Numbers**

**Tuesday, December 2<sup>nd</sup>, 2025**

- Tax Planning Strategies
- Six Ways Financial Management Leads to Business Success
- Understanding Financial Statements
- Identifying Key Performance Indicators – Your Dashboard
- Cash Flow Management / Forecasting

## **Module 4 Fundamentals of Branding & Marketing**

**Tuesday, January 6<sup>th</sup>, 2026**

- Branding Basics – Creating Instant Recognition in the Consumer Mind
- 5 Ways Brands Can Influence Consumers
- The 7P’s of Marketing
- Website Basics – Platform and Content
- Using Social Media to Create Traffic and Conversion
- Analytics and ROI

## **Module 5 Developing Your Team / Employee Management**

**Tuesday, February 3<sup>rd</sup>, 2026**

- Building Your “Employer Brand”
- Developing a Great People Plan
- Recruiting and Hiring “Best Practices” in Today’s Market
- 6 Tips to Onboarding and Training Employees
- Employee Handbook and Documentation
- Managing Employees - Performance Basics
- Employee Engagement and Retention

## **SBM Program Outline - 2025 / 2026 (continued)**

### **Module 6 Nourishing a Customer Experience Culture**

**Tuesday, March 3<sup>rd</sup>, 2026**

- Creating a Customer Experience and Engagement Culture
- The Customer Experience Journey
- Understanding Your Business SWOT and the Customer Experience
- Converting the Bad Experience Customer into a Raving Fan Customer

### **Module 7 DISC – Understanding Yourself and Others**

**Tuesday, March 31<sup>st</sup>, 2026**

- Improving Relationship Skills Using DISC
- DISC Personality Profile Self-Assessment
- Breaking Down the 4 Personality Styles of DISC
- DISC Profiles for Your Associates
- Coaching Based on DISC Personality Profiles
- Accountability – Choosing to Live Above the Line

### **Module 8 Business Transition / Exit Strategy**

**Tuesday, May 5<sup>th</sup>, 2026**

- Defining and Planning Your Successful Business Exit Strategy
- Initial Steps of Succession Plan
- Transition Readiness
- Options for Success
- Valuation Process
- Value Drivers for Business Owners
- Building Value and Increasing Cash Flow in Your Business
- Options to Transferability and Exit
- Creating a Financial Scoreboard

### **Module 9 Program Summary**

**Tuesday, June 2<sup>nd</sup>, 2026**

- Group Roundtable Discussion / Module Review
- Business Assessment and Action Plan
- E-Myth Seven Steps to Success
- Business Financial Intelligence
- Fundamentals of Branding & Marketing Your Business
- Building Your Team / Employee Retention
- Nourishing a Customer Experience Culture
- DISC – Understanding Yourself & Others
- Business Transition / Exit Strategy
- Graduation