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## BUSINESS INNOVATION & GROWTH CENTER

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AT KENTUCKY HIGHLANDS

### Entrepreneurial Training Program at Kentucky Highlands

**Purpose:** To develop an entrepreneurial culture in the local area and to provide budding entrepreneurs with the “core” skill sets needed to build a sustainable venture. Courses will cover strategic and operational issues that all entrepreneurs face. The goal is to equip attendees with practical knowledge and toolkits for the development and operation of their company.

**Instructors:**

**Jim Carroll** has experience as a manager and trainer with Fortune 500 companies, and recently sold a company he founded and ran as its CEO for 12 years.

**Todd Fisher** has over 30 years of experience in engineering, product development and commercialization and has lead technology based businesses for a Fortune 50 company as well as small start-ups.

**Course Overview:** Five sessions over a (5) month timeframe

- Breakfast Sessions – 8:30 A.M. – 10:30 A.M. , breakfast provided
- **Third Thursday** of each month **starting August 19, 2010**
- Location 362 Old Whitley Rd, London, KY (south of Hwy 192)
- Limited to (1-2) people per company – Session limit of (30) attendees
- **No Charge for attendance, but registration is required.**

**Schedule:**

- **August 19, 2010** – From Idea to Execution: How to move a good idea to a profitable venture.
- **September 16, 2010** – Social Media 101: How do you capitalize on the latest networking tools to promote your business?
- **October 21, 2010** – Keeping it Legal: What business structure is right for you, and other legal issues.
- **November 18, 2010** – Doing Business with the Government: How you can tap into one of our nation’s largest markets.
- **December 16, 2010** – Extreme Makeover, Small Business Edition: How to take stock of your results from 2010 and revitalize and reinvigorate your business strategy.

**Registration:**

- Jim [jcarroll@khic.org](mailto:jcarroll@khic.org) or Genia [ghoffman@khic.org](mailto:ghoffman@khic.org) or 606-864-5175 to confirm
- **Class size is limited so please reserve early**

## **Course Descriptions:**

**Course 1: From Idea to Execution: How to move a good idea to a profitable venture** – It is said that 8 out of 10 new businesses fail. While it is true that there are many unforeseen obstacles on the way to building a successful business, entrepreneurs who plan properly and seek help have a much better success rate. In this course, we will explore the “idea lifecycle” through the stages of planning to deployment, and then discuss the indicators that validate the idea’s success.

**Course 2: Social Media 101** – Facebook, Twitter, You Tube – the social media landscape can be confusing, and if you don’t have the proper strategy, it could be a waste of your effort. So, how do you utilize and capitalize on the latest networking tools to promote your business? This course will feature a presentation and panel discussion about many of the various web based tools, and their viability in the market place.

**Course 3: Legal Issues to consider when starting your business.** What is the best structure for your company to help it be successful and to preserve the money you hope to make? Attorney Douglas Howard of Howard Law Group, PLLC of Frankfort, KY will guide you through the types of legal structures and answer other legal questions about your business.

**Course 4: Doing Business with the Government.** The government is our nation’s biggest employer and spends more money than any other single entity on products and services. Does your business offer something the government should be purchasing? A representative from the state Economic Development Cabinet’s Procurement Assistance Program will show you the resources that are available to help you tap into the government market.

**Course 5: Extreme Makeover, Small Business Edition: How to revitalize and reinvigorate your business strategy** – Executing a creative yet sound Business Strategy is critical to a business’s success. The Strategy provides a road map for you, your employees, partners and investors – all who are important to the health of your business. As critical as this Strategy is, it should also be reviewed and changed as internal and external factors impact your business. During this session, we will review some of these internal and external factors and how they may cause your strategy to change. We will also introduce some techniques for conducting a Strategic Planning Session that can help you form or change your strategy. With the New Year upon you, this will be a timely session for getting 2011 off to a fresh start.