



## Schedule and Business Development Benchmarks

### TRAINING SCHEDULE

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<u>1</u> Oct 19 – Oct 23 8:30 am – 4:30 pm	<i>Program Orientation (Guest Speaker) Learning Styles Communication Styles</i>	<i>4 Fold Way of Business Visualizing your Business Goal Setting Introduction to Balance Score Card</i>	<i>Speaker on Insurance) Business Planning &amp; Business Plan Components Legal Structures</i>	<i>Market Research &amp; Marketing Your Small Business</i>	<i>GST &amp; PST Presentation (CRA/ Min. of Finance) Tax Issues for Small Business</i>
<u>2</u> Oct 26 – Oct 30 8:30 am – 4:30 pm	Completed Benchmark on Research	Completed Benchmark on Research	Completed Benchmark on Research	Completed Benchmark on Research	Completed Benchmark on Research
<u>3</u> Nov 2 – Nov 6 8:30 am – 4:30 pm	BUSINESS DEVELOPMENT	<i>Review Market Research; Creating Your Marketing Strategies &amp; Tactics</i>	<i>Your Marketing Plan &amp; Service &amp; Product Development</i>	<i>Balance Score Card Application for Marketing</i>	BUSINESS DEVELOPMENT
<u>4</u> Nov 9 – Nov 13 8:30 am – 4:30 pm	Work on Benchmark on Marketing Plan	Work on Benchmark on Marketing Plan	Work on Benchmark on Marketing Plan	Work on Benchmark on Marketing Plan	Work on Benchmark on Marketing Plan
<u>5</u> Nov 16 – Nov 20 8:30 am – 4:30 pm	Benchmark Completed on Marketing Plan	<i>Understanding your Business Finances</i>	<i>Understanding your Business Finances Record Keeping</i>	<i>Review Business Plan Components (Evaluation Form) General Management Principles SEB Alumni Panel Discussion</i>	Benchmark Completed on Marketing Plan
<u>6</u> Nov 23 – Nov 27 8:30 am – 4:30 pm.	Start Benchmark on Financial Plan and Operation Plan	Benchmark on Financial Plan and Operation Plan	Benchmark on Financial Plan and Operation Plan	Benchmark on Financial Plan and Operation Plan	Benchmark on Financial Plan and Operation Plan
<u>7</u> Nov 30 – Dec 4 8:30 am – 4:30 pm.	Benchmark on Financial Plan and Operation Plan	<i>Professionalism &amp; Personal Sales And Introduction to Public Speaking</i>	<i>Networking &amp; S.O.H.O. Office Organization</i>	<i>Blueprint for Profit, How to Generate Revenues</i>	Completed Benchmark on Financial Plan and Operation Plan
<u>8</u> Dec 7 – Dec 10 8:30 am – 4:30 pm.	BUSINESS DEVELOPMENT Benchmark on Executive Summary	BUSINESS DEVELOPMENT Benchmark on Executive Summary	BUSINESS DEVELOPMENT Completed Benchmark on Executive Summary	<i>Business Plan Presentation &amp; Graduation</i>	
Additional Seminars and Meetings	<i>Final Group Meeting July 20, 2010</i>				