

ENTREPRENEUR ADVISORS

in collaboration with

YOUR UNIVERSITY

Entrepreneur 2.0



SYLLABUS FRAMEWORK

Program Mission

This Entrepreneur 2.0 course is specifically designed for successful Entrepreneurs who want to rise to a new market level as the CEO leader of a growing enterprise. Entrepreneur 2.0 frames and provides the critical success factors for high growth enterprises that cultivate high performance leaders and brands that dominate.

Businesses and academia are calling Entrepreneur 2.0 the new Harvard – Education meets Commerce – as it combines the case studies and methodologies of academia with a lifetime of “hard knocks” Entrepreneurial experience in what to do and what not to do as CEOs clearing the common hurdles of scaling a successful business into a market leading enterprise.

The fast-paced, rapid learning environment led by a hand-selected faculty of Entrepreneurs, Professors and Special Guests will leverage face-to-face instruction with real-world case studies, current events surrounding second-stage Entrepreneurs, strategically selected video excerpts, the use of simulation programs, Internet-based tools and various team exercises to deliver a curriculum that is hard-hitting, academically sound and laser focused on hyper growth dynamics.

Entrepreneur 2.0 is a game changer for anyone involved in a growing enterprise.

Chief Objectives

- ◆ Understand how to minimize the downside risks and maximize the upside rewards while leading and growing a business to the next level
- ◆ Expose leaders to real world cases of second-stage entrepreneurial successes and failures and demonstrate why failure can be the next success
- ◆ Apply a business awareness of the need for balance between personal and organizational success
- ◆ Instill, build and recognize strategic values, tactical methodologies and operational effectiveness in a fast growth environment

- ♦ Apply the media tools, sales and marketing techniques, and best practices needed to sustain a hyper growth business
- ♦ Practice, perform and provide hands-on interpersonal skills required of a CEO leader with high growth daily demands
- ♦ Develop fast and effective communication skills for multiple constituents - both internal and external
- ♦ Learn how to scale, sell and exit with a legacy for the future

DRAFT

• **Program Outline (Subject to Change)**

Session	Topics	Session Summary
1	<p>Program Launch</p> <ul style="list-style-type: none"> ▪ Entrepreneur 2.0 ▪ Viability to Market Leader ▪ No Mans Land ▪ 7-S Model 	<p>Take your business from Entrepreneur 2.0 to Enterprise CEO</p> <p><i>This session frames “Big Picture” success of the Entrepreneur 2.0 Program, including an introduction to the challenges Entrepreneurs face when taking their business from viability to sustained market success. In addition to the development of critical success factors for high growth enterprises, special emphasis is given to the world of entrepreneurial leadership on the development and management of human capital, the intersection of work and lifestyle, and the dominant forces that uniquely come to bear on second-stage entrepreneurial enterprises.</i></p> <p><i>During this first session CEO leaders will also be given an overview of the Program expectations and requirements, the Program logistics, and a networking opportunity where they can create the foundation for an active and strong learning community.</i></p>
2	<p>The Value Chain, Sales Media and Marketing</p> <ul style="list-style-type: none"> ▪ Market Strategy Revisited ▪ Marketing and Branding ▪ Business Processes ▪ Sales and Service 	<p>Reevaluation and rethinking of the value chain to avoid complacency and induce innovation in the work culture</p> <p><i>Current success does not guarantee future success. Session 2 addresses the necessity of second-stage Entrepreneurs to reevaluate and rethink their enterprise value chain. It also reviews the importance of the ramp and integration of sales media and marketing to scale rapid growth businesses as well as the role a CEO leader plays in innovating the work culture to meet the needs of a rapidly changing landscape.</i></p>
3	<p>Leadership and Culture</p> <ul style="list-style-type: none"> ▪ Leadership Principles ▪ Organizational Culture ▪ Managing Human Capital 	<p>Human factor in the culture of innovation, thought leadership and high performance leaders</p> <p><i>Session 3 places a focused understanding on the human factor of rapid growth: personal leadership skills of the CEO leader, the unique culture of the work environment, and the processes and support systems associated with attracting, motivating, developing, and retaining high performance leaders.</i></p>

4	<p>Communication Platform</p> <ul style="list-style-type: none"> ▪ Interpersonal Communications ▪ Negotiations ▪ Media and Public Relations 	<p>Understanding the multiple constituencies of the CEO both internal and external</p> <p><i>The second-stage Entrepreneur faces ever-increasing demands on his/her time and attention to communications. Establishing a communication platform that speaks to multiple constituents is vital for a CEO leader. This session will identify the areas both internally and externally for which developing fast and effective communication skills are crucial.</i></p>
5	<p>Enterprise Management of the Organization</p> <ul style="list-style-type: none"> ▪ Legal and Regulatory Issues ▪ Internal Financial Controls ▪ Business Model Definition 	<p>The three baseline elements of business: law and regulatory compliance, internal financial controls and consideration of options to cost-effectively scale the business</p> <p><i>Session 5 will focus attention on the three baseline elements of business operations: legal and regulatory compliance, internal financial controls, and consideration of options for cost-effectively scaling the business. These three elements play a critical role in rapidly growing a successful business into a market leading enterprise.</i></p>
6	<p>Exiting with a Legacy for the Future</p> <ul style="list-style-type: none"> ▪ Business Cases ▪ Exit Strategies ▪ Miscellaneous 	<p>Exiting with a legacy for the future</p> <p><i>The finale to the Entrepreneur 2.0 course is a “capstone” session intended to integrate prior learning with live panel discussions. Leading entrepreneurs who have successfully navigated their companies through the enterprise life cycle will share their experience and expertise at creating and managing exit strategies that leave legacies for the future as well as ways to assure work life balance.</i></p> <p><i>Panel discussion A - Exit Strategies</i> <i>Panel discussion B - Health & Wealth</i></p>