



COURSE OUTLINE

OPERATIONS

- Lesson 1: Introduction
- Lesson 2: Organizational Structure & Set Up
- Lesson 3: Project Management
- Lesson 4: Strategy

PROFESSIONAL DEVELOPMENT

- Lesson 1: Introduction
- Lesson 2: Know the Executive/Entrepreneur
- Lesson 3: Time Management
- Lesson 4: Organizational Skills
- Lesson 5: Technology
- Lesson 6: Multi-Tasking
- Lesson 7: Decision-Making
- Lesson 8: Prioritization
- Lesson 9: Productivity

PERSONAL DEVELOPMENT

- Lesson 1: Introduction
- Lesson 2: Confidence
- Lesson 3: Confrontation
- Lesson 4: Professionalism vs. Authenticity
- Lesson 5: Self-Care
- Lesson 6: Punctuality
- Lesson 7: Showing Up
- Lesson 8: Boundaries
- Lesson 9: Emotional Intelligence
- Lesson 10: Being Assertive

CUSTOMER SERVICE

- Lesson 1: Introduction
- Lesson 2: Being Professional
- Lesson 3: Your "Voice"
- Lesson 4: Speaking for the Entrepreneur
- Lesson 5: Being Responsive
- Lesson 6: Service
- Lesson 7: "Is the Customer Really Always Right?"

FINANCE

- Lesson 1: Introduction
- Lesson 2: Banking
- Lesson 3: Handling Money
- Lesson 4: General Bookkeeping
- Lesson 5: Online Bookkeeping (with Quickbooks)
- Lesson 6: Invoicing
- Lesson 7: Taxes

SALES & MARKETING

- Lesson 1: Introduction
- Lesson 2: Selling Skills
- Lesson 3: Websites
- Lesson 4: Social Media
- Lesson 5: Email Marketing
- Lesson 6: Branding
- Lesson 7: SEO
- Lesson 8: Connecting to Your Ideal Customer

The final lesson(s) of all Sections will be:

- Problems you may encounter, along with Solutions based on our experience
- Resources we have found useful, that you may also use to your advantage.
- Highlights of the Section