



Start:ME

Communication & Professionalism

Session Two

The journey – know your business



Table Time

Review assignments due today:

1. Finalize 3 SMART goals
2. Read glossary of business terms
3. Review mentor and entrepreneur roster



Start:ME session 2 objectives

Today we will:

- Keep building networks and meeting mentors
- Get comfortable thinking on our feet
- Communicate our SMART goals for the 14 weeks
- Review key tools for the journey



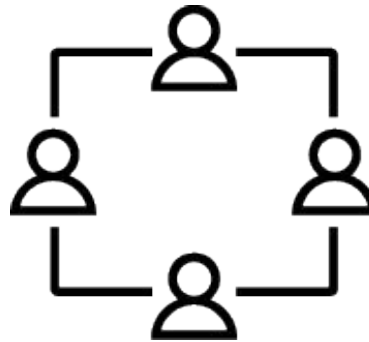
What entrepreneurs need to succeed

Knowledge



*Business
Know-How*

Networks



*Mentorship and
Relationships*

Capital



Money



What we're working towards



Committed Mentors



Business Skills



Supportive Network



Strong Pitch



Detailed Financials

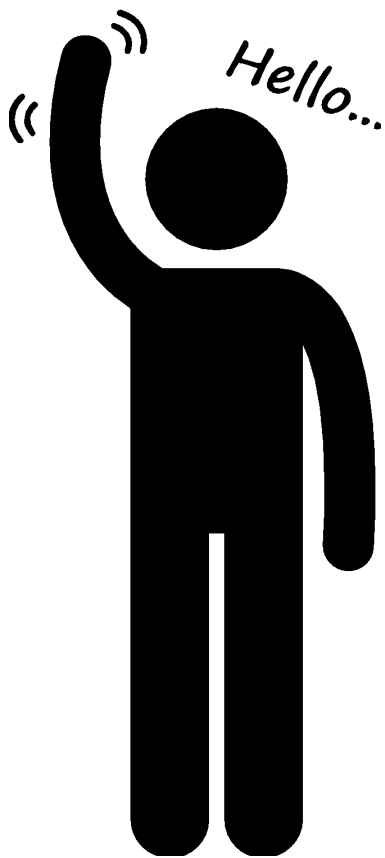


Business Plan



Grant Access





You!



Thinking On Your Feet



Learning

Are you a learner?

How open are you to new ways of doing things?



Learning

How different might a night under the stars be with...



Enemies of Learning

Often appear as silent assessments and unhelpful moods.

Are not limited to individuals but can apply to families and organizations and cultures

What are your Enemies of Learning?



Enemies of Learning

1. Inability to admit “I don’t know”
2. When you don’t know that you don’t know, but you act as if you do
3. Being unaware that we live in blindness (arrogance)
4. “I should already know”
5. Forgetting the domain of emotions and its impact on learning
6. Distrust
7. Not granting permission to be taught
8. Confusing opinions with knowing
9. Addiction to answers
10. “I don’t have time”
11. Living in permanent assessments
12. “I can’t learn given who I am”



Enemies of Learning

Can
enemies of learning
impact your capacity for
action?



Friends of Learning

Willingness to declare “I don’t know”

Listening

Openness

Respect and admiration

Willingness to question your questions

Moods of curiosity, wonder or inquiry



React to events
decisively, effectively,
and without prior
thought or planning.



**I DON'T LIKE TO THINK
BEFORE I SPEAK. I LIKE
TO BE JUST AS SURPRISED
AS EVERYONE ELSE ABOUT
WHAT COMES OUT OF
MY MOUTH.**

@REBEL CIRCUS



8 Skills and Tactics for Stressful Conversations

1. Relax

For your voice to remain calm and for your brain to “think” you need to be as relaxed as possible.

- Deep Breath
- Affirmation/Mantra



2. Listen

Make sure you understand the question. It is ok to ask for clarification.

- **Look directly at the questioner**
- **Observe body language and listen to tone of voice**
- **Interpret what is being suggested by the question**
 - **Request for information?**
 - **Test?**



3. Ask for the question to be repeated

- **Gives you more time to think about your response**
- **Question may be rephrased with more clarity**
- **Gives another opportunity to access intentions**



4. Use Stall Tactics:

- **Repeat the question yourself – can add positive spin**
- **Narrow the focus**
- **Ask for clarification**
- **Ask for a definition**



5. Use Silence to Your Advantage

- **Silence often makes people uncomfortable**
- **Shows you are in control of your thoughts and have confidence**
- **When you rush to answer you typically rush your words**



6. Stick to One Point or One Supporting Piece of Information

- **Answer shouldn't be too short or too long**
- **Do not overwhelm with additional information – just answer the question**

7. Prepare Some “What Ifs”

- **Predict the type of questions you will get**
- **Brainstorm about most difficult questions you may receive**
- **Prepare and rehearse good answers**



8. Practice Clear Delivery

- **Speak with Confidence**
- **Use Pauses Strategically**
- **Very your tone**
- **Use appropriate eye contact**
- **Use appropriate level of formality – appropriate to the situation**



Review

- 1. Relax**
- 2. Listen**
- 3. Have the question repeated**
- 4. Use stall tactics**
- 5. Use silence to your advantage**
- 6. Stick to one point and one supporting piece of evidence**
- 7. Prepare some “What ifs”**
- 8. Practice clear delivery**









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Networking Etiquette

DON'T

- **Don't be a wallflower – engage**
- **Grandstand**
- **Don't sell**
- **Don't interrupt**
- **Listen more than you speak**
- **Don't speak with your mouth full**
- **Check your phone or email or text**



Networking Etiquette

DO

- **ABC – Always Be Considerate**
- **Be mindful of people's time**
- **Follow through on your promises**
- **Wait your turn**
- **Bring business cards**
- **Take time to look at someone's business card**
- **Send Thank you notes**





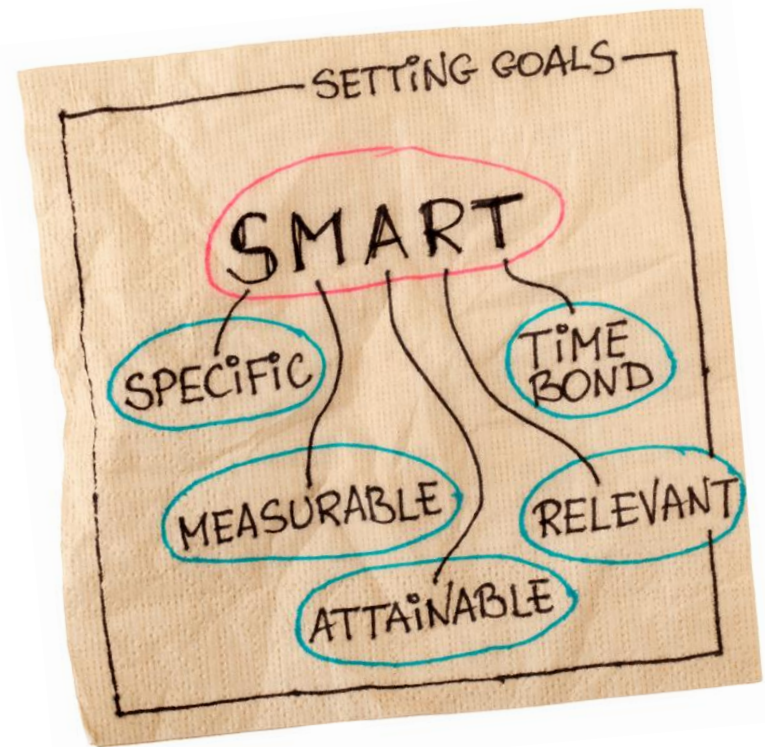
Let's take 15



Remember these?

Start:ME represents an intensive, focused time for both you and your business. To get the most out of your journey we ask all participants to set SMART goals

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-bound



We are looking for “Thumbs Up” ones

For example, say I want to drive sales at my bakery



I want to sell more stuff.



I want to grow sales to \$5,000.



I want to sell 500 cupcakes every month for next 3 months to reach \$5,000 in sales.



2 minute drill – At Your Table

1

HELLO
my name is

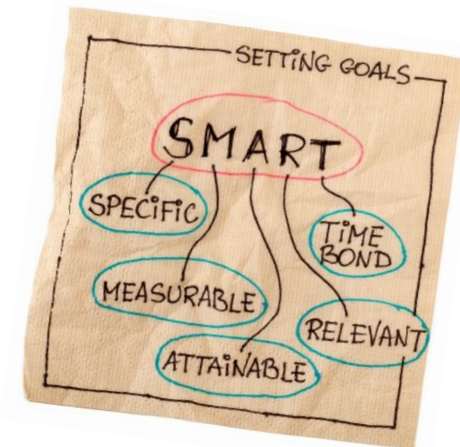
- Name
- Venture name
- What my business does

2



ONE thing you bring
(top strength/expertise)

3 Remember those SMART goals?
Please share your three
(Entrepreneurs Only)



Active Networking



Let's walk through your binder

- Overview and Start:ME network rosters
- Key tools and templates
- Session slides
- Appendix with other helpful materials



Our core case example



Beauty By Amber



The journey – know your business



Your three assignments this week

- 1 Read BBA's Business-Plan-On-A-Page & Business Plan
- 2 Complete Business Planning Pre-Work worksheet
- 3 Conduct 2 customer interviews & summarize

