

## **Entrepreneurship Mind for Employees: Equipping them with Entrepreneurship Skills**

Do you know a successful organisation has equipped its employees with entrepreneurship skills?

Do you know how to apply behavioural intelligence in equipping your staffs to serve the organisation with heart and soul?

### **Introduction**

Managers and employees of an organisation should have the entrepreneurship mind to boost the productivity of the organisation. This training program is a clear, concise and informative guide to the wisdom of entrepreneurs. This training provides you with a such-needed cross-referenced to the best thinking about the key issues involved in starting and running a business. The ideas of each entrepreneur are linked with those of others who agree or disagree. This training provides you with an easy-to-follow guide to explore the secret of these entrepreneurs.

### **Program Objectives**

This training aims to:

- Understand the basic entrepreneur's characteristics
- Enable participants to develop an entrepreneurial mindset
- Identify business opportunities and exploit the available resources
- Develop a business plan that can be implemented for a business start-up.

### **Learning Outcomes**

After completing this training, participants should be able to

- Build up its confidence to venture into the world of entrepreneurs
- Equip with sufficient skills to be an entrepreneur
- Implement strategy for their own startup business

### **Who should attend?**

First-line management, middle management, senior management and anyone who directly and indirectly involved with the business operation.

### **Methodology**

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Case studies, forum discussion, role-play, presentations, gamification

### Program Outline

Time	Day One
9.00am– 10.30am	<p><b>Entrepreneurship: Secrets Revealed</b></p> <p>In this module, participants would learn the process of designing, launching and running a new business, which typically begins as a small business, such as a start-up company, offering a product, process or service for sale or hire. Participants revisit the differences between salary and the entrepreneur’s mindset to prepare them to the journey of entrepreneurship.</p> <p><b>Unleash Your Entrepreneurship Power</b></p> <p>Owning your own business requires you to have a greater amount of boldness. Along with the potential benefits of making more money and working independently for yourself, it also comes with risks, and you need to have abilities to endure more stress along the way. This module helps the participant to build the ability to make split-second financial decisions and judgments that you need for entrepreneurship can only be achieved through experience.</p>
10.30am-11.00am	<b>Morning Break</b>
11.00am-1.00pm	<p><b>Feel the Fear – Do it Anyway</b></p> <p>Fear is something we all struggle with, even if outwardly it looks to the rest of the world as if we are boldly taking on new challenges, there is a little voice inside all of us that resists change, that is scared when we start to step out of our comfort zones. Participants would equip with the right entrepreneurial mindset to venture into the challenging business world.</p>
1.00pm-2.00pm	<b>Lunch</b>
2.00pm-3.30pm	<p><b>Start Right – Build on the Business Model</b></p> <p>Great business models depend on developing three "green lights," or qualities that help the business succeed: finding high-value customers, offering significant value to customers, and delivering significant margins. Great business models also avoid three "red lights" that can derail a business: difficulties in satisfying customers, trouble maintaining market position, and problems generating funding for growth. A step-by-step approach is shared to build the right business</p>

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	model is the results of this module
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<p><b>Wonderful Ideas, Wonderful Outcomes</b></p> <p>At the heart of any successful business is a great idea. Some seem so simple; we wonder why nobody thought of them before. Others are so revolutionary we wonder how anybody could've thought of them at all. Ideas for startups often begin with a problem that needs to be solved. This module helps participants to identify the customer needs and wants systematically.</p>
<b>Time</b>	<b>Day Two</b>
<b>9.00am– 10.30am</b>	<p><b>Plan for the War with Your Competitors</b></p> <p>Business is a game, and only the team with the best players will win. To beat the competition will require everyone's collective effort. It's not just a task for the marketing department or top management; it's everyone's responsibility. The participants would learn different strategies to turn competitors to be your collaboration and how to create competitive advantage from what your competitors gap.</p> <p><b>Unique Competitiveness as a Winning Strategies</b></p> <p>Your unique benefits are your competitive advantage. The more you have, the more your product or service will be preferred and then purchased. The point is to not be in a "me too" category or offer things that make the prospect say "so what?" to your benefit. This module helps participants to create an answer to the "so what?" question and stay out of the "me too" category. From a competitive advantage, participants can reach the customers' heart.</p>
<b>10.30am-11.00am</b>	<b>Morning Break</b>
<b>11.00am-1.00pm</b>	<p><b>Think Global But Stay Local with Digital World</b></p> <p>Too often, many entrepreneurs put the focus on a global market makes us forget the importance of the homegrown picture; the details that make us different, what is local. Today everything seems to be about reaching a global audience and creating global products, but we are convinced that our cultural and educational background and the local factor in charge of making our customers feel "at home" and find that particular value with us. This module trains participants how to fully utilise technology to expand their business.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch</b>
<b>2.00pm-3.30pm</b>	<b>Do Well and Do Good</b>

	<p>“Doing good” and “doing well” is essentially the same thing said two different ways. Of course, English teachers will say “doing well” means a person is content, in good health, or successful. "Doing good" means an individual is <i>performing good acts in the world</i>. For many successful entrepreneurs, the phrases are now interchangeable. This module helps participants to achieve do well and do good.</p>
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<p><b>Creating a Brand Legacy</b></p> <p>This module helps participants to create their legacy. A good branding strategy lists one or two most important elements of your product or service, describes your company’s ultimate purpose in the world and defines your target customer. The result is a blueprint for what’s most important to your company and your customer.</p>
<b>Time</b>	<b>Day Three</b>
<b>9.00am–10.30am</b>	<p><b>Measuring Growth and Profitability</b></p> <p>Creating a unique product and brand isn’t enough. It takes repeatable sales processes to create a scalable business. It’s one thing to sign up a few customers; it’s another thing to design and implement sales processes that can be successfully deployed again and again at ever greater scale. This module helps participants to project the business growth and profitability in business. The key principle is, to manage, you need to measure. Hence, you must be able to measure your growth and profitability.</p> <p><b>Resource Mobilisation as the Key to Success</b></p> <p>A successful entrepreneur can get resource from a resource provider, using different mechanisms, to implement the organisation’s work for achieving the pre-determined organisational goals. This module reveals secret to mobilise resources to run a business.</p>
<b>10.30am-11.00am</b>	<b>Morning Break</b>
<b>11.00am-12.00pm</b>	<p><b>Transform Yourself to be an Expert in Negotiation</b></p> <p>In this age of high-impact business, negotiations for everything from deals to contracts have become an unavoidable factor of daily life, and the art of negotiation has grown into a science or a learned discipline. For entrepreneurs especially, negotiations are essential to ensure survival, maturity and sustainability of the business, as well as for the satisfaction, retention and growth of their customer bases. Hence, this module helps to boost up the participant's negotiation skills.</p>

<b>1.00pm-2.00pm</b>	<b>Lunch</b>
<b>2.00pm-3.30pm</b>	<p><b>How to Raise Money for Your Business?</b></p> <p>Whether you've been in business for one week or five years, an infusion of money is always welcome. But what type of fundraising is best for your business? There are so many factors to consider -- from the stage of your business to how much it'll cost to get the money -- that just choosing a path to raise money can be overwhelming. To help you start navigating your way around different fundraising ideas, this module compiled mini-guides that cover the basic information on many various financial sources.</p>
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<p><b>Ready to Fly</b></p> <p>Launch Your Venture is a Capture Your Flag course focusing on the emotional journey of entrepreneurship. We have found that there are plenty of courses on the logistics of entrepreneurship, but very few of the personal challenges that the entrepreneur goes through. This module covers those challenges that are faced not only by not by entrepreneurs but also by innovators inside companies, individuals starting charities, or anyone about to embark on a new venture.</p>