

# The Essential Entrepreneur

## Mentoring & Master Class Programme.



- **1:1 bespoke support and mentoring from Red Ochre experts.**
- **Short, sharp, provocative workshops to transform you and your organisation.**

Whether you're managing an enterprise or organisation, seeking a more senior role or starting up an exciting new venture you may feel very exposed and lonely. You may be lying in bed at 3am excited /worrying about the future or wishing you had someone to 'bounce ideas off'. This is when you can turn to us to help. We've been there ourselves – all our team have set up a variety of enterprises and charities in the past. We know about the exhilaration as well as the stress and loneliness that go with building a business.

We know how to listen, we know when to push. We can give you practical advice and tools to help you identify and implement what will work best for you and for your organisation. We will work with you through a mentoring and master class training programme.

**Book a free 15 minute telephone call** with one of our team to discuss your specific requirements. We will help you design your personal programme.



**You can choose to attend the Essential Entrepreneur Master Class programme.**

**You can choose to have 1:1 bespoke support and mentoring from Red Ochre experts.**

**You can choose to combine workshops from the Master Class programme & 1:1 bespoke support and mentoring.**

We can arrange favourably priced packages too, depending on what's best for you. So, for example, it could be 3 hours of targeted specialist support and 5 master classes (for you or your colleagues). The more modules you and your colleagues access, the more savings you can make on the support offered.

*A list of topics explored in our Essential Entrepreneur Master Class Programme has been included for your reference.*

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### Bespoke Support & Mentoring Programme:

We provide clear and practical support to aspiring and existing organisations and enterprises to enable them to scale up, become investment ready, achieve sustainability and manage change. We have worked with hundreds of individuals and organisations. The quality of our work has not gone unnoticed - our consultants have won national awards for our mentoring prowess.

We can help you achieve your goals by providing tailor made business advice, mentoring and coaching. Our multi-faceted team brings a wide range of skills and experience developed from successful careers in commerce, finance, research and management consultancy.

We can offer specialist help on specific topics, such as which how to delegate successfully. We can also provide you or your team with longer term mentoring /coaching.



### The Essential Entrepreneur Master Class:

A rolling programme of master classes to cover all aspects of starting up and running a successful ethical enterprise/organisation.

3 hour workshops on single topics allowing you to 'fill the gaps' in your knowledge, develop your portfolio of skills and learn from others who've experienced the same challenges. We break down the topics into logical and manageable sequences and deliver information in an entertaining, understandable and memorable way.

The programme is designed for organisations. It could be you that needs that particular master class or it could be your colleagues. We're offering special packages – sign up for 5 master classes and get the 6th free; use the sessions either for yourself or for other members of your team.

*Our aim is to support you and your enterprise.*

The 45 master classes are stand-alone half day workshops, delivered at different times of the day, to make sure you can be there when it most convenient to you.

There will be a rolling programme over the next 12 months.

We can also deliver any master class at your premises for between 5 -15 people.





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Essential Expertise	Master Classes	
	Ref.	Titles
<b>- A - Grounding the dream</b>	A1	Setting your Vision, Mission & Values - embedding the social/environmental impact
	A2	Legal structures - which one?
	A3	Governance - getting it right
	A4	Preparing a Business Plan that's workable
<b>- B - You as an Entrepreneur</b>	B1	Explore your entrepreneur style - have you got what it takes?
	B2	Speaking & presenting with confidence
	B3	Influencing skills to get results
	B4	Self motivation - keeping resilient when the going gets tough
	B5	Time management - stop procrastinating!
	B6	Working assertively & with confidence - believing in yourself & convincing others of your value
	B7	Creative & innovative thinking - not getting stuck in the rut!
	B8	Keeping yourself balanced - the holistic you
<b>- C - The essential bottom line - Finance/ financial management</b>	C1	Finding the funding
	C2	Budgets & forecasting - how to plan for the future and keep within limits
	C3	Understanding Accounts - making sense of the numbers & jargon
	C4	Finance for Directors and senior managers - the essentials you must know
	C5	Finance for non-financial managers - taking away the number fear
	C6	Financial sustainability - managing the money and all the essentials
	C7	Financial tools - how to improve decision making using financial information
<b>- D - Have I got something that people want and will pay for? - Sales and Marketing</b>	D1	Customer identification & profiling - who are they?
	D2	Developing compelling customer value propositions - why should they buy?
	D3	MarComs - developing your plan & communicating it
	D4	Foundations of market strategy
	D5	Building the brand
	D6	Pricing the product or service - how much will they pay?
	D7	Customer relationship management
	D8	Pitching for contracts
	D9	Connecting to the world - digital & social media marketing

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<b>- E -</b> <b>Keeping ahead of the curve - Strategy &amp; Change</b>	E1	Developing a strategy for your organisation
	E2	Collaboration, partnership or merging - the advantages & hazards
	E3	Creating a culture for innovation
	E4	Understanding & implementing change - knowing what to do & making it happen
	E5	Risk analysis
	E6	Crisis planning for worst case scenarios
	E7	Impact & evaluation - knowing if you've made a difference
<b>- F -</b> <b>My people and me - Leadership and Management Skills</b>	F1	High performance leadership - what you need & how to live it
	F2	Creating a culture of authenticity
	F3	Building and managing a winning team
	F4	Performance management - giving your team the support they need
	F5	Streamlining your organisation
	F6	Effective delegation - how to empower others & create more time for yourself
	F7	Negotiation skills - how to get buy in from others
	F8	Stepping up to senior management
	F9	Trustees roles & responsibilities
	F10	Hiring your 1 <sup>st</sup> employee - complying with legal requirements
	F11	Managing volunteers & interns
	F12	Networking - how to build and keep relationships

## Pricing:

### Master Classes:

£35 + VAT a master class.

Every 5 master classes purchased allows you a further master class for free. Purchase 10 master classes and you can attend a further 3 for free.

### In-house delivery – Master Class:

£300 + VAT if we come to you & deliver a master class at your premises.

If content delivery is to be made specific to your requirements there may be an additional preparation charge – please discuss this with us. Travel costs may also be recoverable from you.

### 1 to 1 Mentoring and Specialist Support

The charge for this is £100 + VAT an hour.

If combined with a number of master classes you will be entitled to a significant discount. We can also arrange that you draw-down your support hours over a period of time - so you call on our expertise as and when you need it. Please contact us for more details.