

# ENTREPRENEURIAL GROWTH COURSE

## ONLINE COURSE DESCRIPTIONS

### 1 | BEHAVIOR

#### EXCEL AT COMMUNICATIONS

Understanding behavior and communication styles for yourself and others.

### 2 | MINDSET

#### USE YOUR ENTREPRENEURIAL SPIRIT

Align your business life cycle, roles, and goals for accelerated success.

### 3 | STRATEGIC PLAN

#### A GOAL WITHOUT A PLAN IS A WISH

Quickly develop your personal and business strategic plan.

### 4 | METRICS

#### WHAT GETS MONITORED, GETS DONE

Understand the numbers, identify critical measures, create a daily dashboard.

### 5 | CUSTOMERS

#### KNOW YOUR CUSTOMERS

Clearly identify your most valuable customers, internal and external.

### 6 | MARKETING

#### MESSAGING, POSITIONING, BRANDING

Answering the questions and concerns of your prospects and clients.

### 7 | SALES

#### THE LIFEBLOOD OF YOUR BUSINESS

Fine tune your sales process while learning to ask more and tell less.

### 8 | CONSTRAINTS

#### REMOVE YOUR CONSTRAINTS

Business flows at the speed of your biggest constraint, identify and remove it.

## THE NEXT STEP: STRATEGIC BUSINESS REVIEW

Customized one-on-one business review with Coach Richard.



STRATEGIC  
ORIENTATION

RICHARD BARBERCHECK,  
BUSINESS GROWTH & PERFORMANCE COACH  
M: 812.350.7621 | O: 513.505.0109  
RICHARD@STRATEGICORIENTATION.COM  
WWW.STRATEGICORIENTATION.COM

ENHANCED WITH  Focal Point  
Coaching & Training Solutions