



**THRIVE**  
NETWORK

# Class Information

Cohort 13 - Section 1



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If this workbook is misplaced, please return it to:

Name

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Phone

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Email

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Address

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If you cannot contact the owner of this workbook, please reach out to The Thrive Network at [info@thethrivenetworks.org](mailto:info@thethrivenetworks.org) to return it. Thank You!



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## Cohort 13 Class Schedule and Deadlines

Saturday	4/29/2023	9-5		Bootcamp One
Saturday	5/13/2022	3-6		Cohort 12 Pitch Night
Saturday	5/20/2023	9-5		Bootcamp Two
Saturday	5/21/2023	-	DEADLINE	Foundation Assignments
Tuesday	5/23/2023	5:30-8	Zach	Define Your Business Idea
Thursday	5/25/2023	5:30-8	Zach	Measuring Success
Tuesday	5/30/2023	5:30-8	Zach	Know Your Customer
Thursday	6/1/2023	5:30-8	Heather	Business Registration
Tuesday	6/6/2023	5:30-8	Katie	City Connections
Thursday	6/8/2023	5:30 - 8	Mimi / Andi	Business Plan Intro
Tuesday	6/13/2023	5:30-8	Mark	Local Engagement at SBDC
Thursday	6/15/2023	5:30-8	Sandy	Market Assessment
Tuesday	6/20/2023	5:30-8	Madeleine	Branding
Thursday	6/22/2023	5:30-8	Madeleine	Digital Marketing
Tuesday	6/27/2023	5:30-8	James	Sales Strategy
Thursday	6/29/2023	5:30-8	Heather	Bookkeeping Basics
HOLIDAY				
Thursday	7/6/2023	5:30-8	Andi	Financial Projections
Tuesday	7/11/2023	5:30-8	Lisa/Becky/Jackie	Funding Panel
Thursday	7/13/2023	5:30-8	Heather	Risk Mitigation
Tuesday	7/18/2023	5:30-8	Andi	Operations
Thursday	7/20/2023	5:30-8	Reanna	Human Resources
Tuesday	7/25/2023	5:30-8	Craig	Technology In Business
Thursday	7/27/2023	5:30-8	Heather	Communication
Tuesday	8/1/2023	5:30-8	Heather	Ethics in Business
Thursday	8/3/2023	5:30-8	Instructors	Work Session
Tuesday	8/8/2023	5:30-8	Instructors	Work Session
Thursday	8/10/2023	5:30-8	Instructors	Work Session
Saturday	8/12/2023	-	DEADLINE	Business Plan and Financials
Saturday	8/12/2023	9-5	Mimi	Pitch Prep
Sunday	8/13/2023	12-4	Mimi	Pitch Prep
Sunday	8/21/2023	-	DEADLINE	Pitch Deck and Presentation
Tuesday	8/22/2023	5:30-8	Mimi	Pitch Night Rehearsal
Saturday	8/26/2023	3-6	Everyone	Thrive Pitch Night

## April 29th Bootcamp I Agenda

***(30min) 8:30am - 9:00am: Networking***

(45min) 9:00am - 9:45am: Introductions and Icebreakers

(45min) 9:45am - 10:30am: Orientation Information

**- 10 Minute Break -**

(50min) 10:40am - 11:30am: Alumni Stories

(60min) 11:30am - 12:30pm: Knowing Your Why

**- 30 Minute Lunch -**

(30min) 1:00pm - 1:30pm: Characteristics of a Good Entrepreneur

(45min) 1:30pm - 2:15pm: Intro to Money Canvas

(30min) 2:15pm - 2:45pm: Intro to Strengthsfinder

**- 10 Minute Break -**

(35min) 2:55pm - 3:30pm: Intentional Networking

(30min) 3:30pm - 4:00pm: Time Management

(60min) 4:00pm - 5:00pm: Assignment Overview

***(30min) 5:00pm – 5:30pm: Networking***



## March 20th Bootcamp II Agenda

***(30min) 8:30am - 9:00am: Networking***

(20min) 9:00am - 9:20am: Re-Introductions and Icebreakers

(40min) 9:20am - 10:00am: Assignment Review

(50min) 10:00am - 10:50am: Elevate Your Personal Brand

**- 10 Minute Break -**

(90min) 11:00am - 12:30pm: Blueprint to your Success

**- 30 Minute Lunch -**

(30min) 1:00pm - 1:30pm: Strengthsfinder Follow-up

(35min) 1:30pm - 2:05pm: Elevator Pitch 101

(10min) 2:05pm - 2:15pm: Pitch Prep Time

**- 15 Minute Break -**

(90min) 2:30pm - 4:00pm: Elevator Pitches and Feedback

(45min) 4:00pm - 4:45pm: What's Next?

(15min) 4:45pm - 5:00pm: Feedback Time

***(30min) 5:00pm – 5:30pm: Networking***



## Standard Class Agenda

***(15min) 5:15pm - 5:30pm: Networking***

(15min) 5:30pm - 5:45pm: Announcements and Review

(15min) 5:45pm - 6:00pm: Entrepreneur Introductions

(45min) 6:00pm - 6:45pm - Main Lecture

**- 10 Minute Break -**

(40min) 6:55pm - 7:35pm: Practical Application

(10min) 7:35pm - 7:45pm: Question and Answer Time

(15min) 7:45pm - 8:00pm: Business Plan Work Session

***(15min) 8:00pm – 8:15pm: Networking***

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## Pitch Night Agenda

(60min) 1:45pm - 2:45pm: Event Setup

**- 15 Minute Break -**

(45min) 3:00pm - 3:45pm: Networking and Marketing

(20min) 3:45pm - 4:05pm: Intro and Keynote Speaker

(75min) 4:05pm - 5:20pm: Business Pitches

(20min) 5:20pm - 5:40pm: Presentation of Certificates

(20min) 5:40pm - 6:00pm: Network and Close



# The Thrive Program Syllabus

*(115 hours)*

*This Syllabus may be subject to change.*

## **Foundation Phase** *(30 hours)*

*The Laying the Foundation Phase is a prerequisite for the Build Phase.*

This is a four-week program which includes two bootcamp sessions and individual mentorship meetings to help release the potential of the entrepreneur and develop their business mindset. They will also attend the Pitch Night of the class completing the program before them. Entrepreneurs can expect to receive mentorship, coaching, and assignments to encourage personal development and boost confidence to start a business. They will also develop connections with peers, instructors, and partner organisations for increased support.

## **Build Phase** *(60 hours)*

*The Build Phase is a prerequisite for the Launch Phase.*

The core curriculum is a twelve-week segment where classes are held twice a week in the evenings. These classes are two and a half hours per class with approximately three hours' worth of assignments to be completed outside of class each week. This phase will teach you the fundamentals of building your business, MEAT AND POTATOES!!!! Hard working entrepreneurs can expect to leave this phase of the program with an actionable plan and projected financials to get their businesses up and running.

## **Launch Phase** *(25 hours)*

The capstone will bring everything from the build phase together and draw the program to a close. They will receive clarity, empowerment, and acceleration. Pitch Night expectations and preparations will also be covered during this time. The launch phase is kicked off by the Thrive Pitch Night where entrepreneurs will have a chance to introduce their businesses to the community. Then ongoing support will be provided including consultation as needed as well as access to alumni resources for upcoming events and funding opportunities. Entrepreneurs will also be welcome to have a table at all pitch night's moving forward.

## Foundation

	<b>Title</b>	<b>Details</b>	<b>Topics</b>
1	Bootcamp I <i>(8 hours)</i>	Saturday 9:00am-5:00pm	<ul style="list-style-type: none"> <li>• Orientation               <ul style="list-style-type: none"> <li>• Expectations</li> <li>• Pay It Forward</li> <li>• Media Release</li> <li>• Introductions</li> </ul> </li> <li>• Entrepreneurial Mindset               <ul style="list-style-type: none"> <li>• Entrepreneur Stories</li> <li>• Knowing Your Why</li> <li>• Personal Development</li> <li>• Clifton Strengths Pt.1</li> </ul> </li> <li>• Being a Business Owner               <ul style="list-style-type: none"> <li>• Time Management</li> <li>• Personal Finances</li> <li>• Networking</li> </ul> </li> </ul>
2	Thrive Pitch Night <i>(4 hours)</i>	Saturday 2:00pm-6:00pm	<ul style="list-style-type: none"> <li>• Attend the Pitch Night celebration for the previous class.</li> <li>• Assist with Setup and Tear Down</li> </ul>
	Personal Development <i>(10 hours)</i>	Completing Assignments	<ul style="list-style-type: none"> <li>• Meeting with:               <ul style="list-style-type: none"> <li>• Mentors</li> <li>• Thrive Staff</li> <li>• Peers</li> <li>• Community</li> </ul> </li> <li>• Assignments:               <ul style="list-style-type: none"> <li>• Money Canvas</li> <li>• Time Blocking</li> <li>• Rejection Assignment</li> <li>• Clifton Strengths Test</li> <li>• Pitch Night Notes</li> <li>• Read Who Owns the Ice House and take Notes</li> </ul> </li> </ul>
3	Bootcamp II <i>(8 hours)</i>	Saturday 9:00am-5:00pm	<ul style="list-style-type: none"> <li>• Review Assignments:               <ul style="list-style-type: none"> <li>• See Personal Development</li> </ul> </li> <li>• Defining Your Purpose               <ul style="list-style-type: none"> <li>• Your Personal Brand</li> <li>• Values, Mission, Vision</li> <li>• Business Culture</li> <li>• Clifton Strengths Pt.2</li> </ul> </li> <li>• Pitch Practice               <ul style="list-style-type: none"> <li>• Elevator Pitch 101</li> <li>• Practising Pitches</li> </ul> </li> </ul>



## Build

	Title	Details	Topics
1	Defining Your Business Idea	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Business Model Canvas</li> <li>• Minimal Viable Product</li> <li>• Feedback Loop</li> <li>• Creating a Realistic Idea</li> </ul>
2	Measuring Success	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• SMART Goals</li> <li>• SWOT Analysis</li> <li>• Key Performance Indicators</li> </ul>
3	Know Your Customer	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Target Market</li> <li>• Buyer Persona / Profile</li> <li>• Market Segment</li> <li>• Customer Journey Map</li> </ul>
4	Business Registration	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Legal Business Structures</li> <li>• Colorado Secretary of State</li> <li>• Employer Identification Number</li> <li>• Trade Names</li> </ul>
5	City Connections	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Zoning</li> <li>• Licensing</li> <li>• COS Open for Biz</li> <li>• Getting City Contracts</li> </ul>
6	Business Plan Intro	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• The Purpose</li> <li>• Different Types</li> <li>• Template Overview</li> <li>• Sample Plans</li> </ul>
7	Local Engagement at SBDC	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Networking Styles</li> <li>• Small Business Development</li> <li>• Types of Chambers</li> <li>• Who are Your People</li> </ul>
8	Market Assessment	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Size Up (Industry Analysis)</li> <li>• Surveying Market</li> <li>• Competitive Analysis</li> <li>• Solving a Community Problem</li> </ul>
9	Branding	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Business Appearances</li> <li>• Message</li> <li>• Experience Consistency</li> <li>• Logos/Colors/Brand</li> </ul>
10	Digital Marketing	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Social Media Marketing</li> <li>• SEO</li> <li>• Calendar Content</li> <li>• Website</li> </ul>
11	Sales Strategy	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Practical Selling</li> <li>• Sales Strategies</li> <li>• One Page Sales Plan</li> </ul>

12	Bookkeeping Basics	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Importance of Bookkeeping</li> <li>• Finding a Bookkeeper</li> <li>• Financial Document Overview</li> <li>• Basic Tax Info</li> </ul>
13	Financial Projections	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Cash Flow Projections</li> <li>• 3 Year Pro Formas</li> <li>• Business Viability</li> <li>• Financial Template Overview</li> </ul>
14	Funding Panel	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Traditional Funding</li> <li>• Investors</li> <li>• Early Adopters (Family/Friends)</li> <li>• Crowdfunding</li> </ul>
15	Risk Mitigation	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Data Protection (Cyber)</li> <li>• Business Insurance</li> <li>• Risk Management</li> </ul>
16	Operations	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Customer Experience</li> <li>• Scaling Your Business</li> <li>• Onboarding</li> <li>• Sales Process</li> </ul>
17	Human Resources	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Hiring and Firing Employees</li> <li>• Labor Laws</li> <li>• Employees vs Contractors</li> <li>• Outsourcing</li> </ul>
18	Technology In Business	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Ongoing Operations</li> <li>• Automation</li> <li>• Systems</li> </ul>
19	Communication	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Contracts and MOUs</li> <li>• Letters of Intent</li> <li>• Effective Meetings</li> <li>• Listening Skills</li> </ul>
20	Ethics in Business	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Importance of Ethics</li> <li>• Ethical Principles</li> <li>• Implementing Ethics</li> </ul>
21	Work Session	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Work Session and Review</li> </ul>
22	Work Session	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Work Session and Review</li> </ul>
23	Work Session	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Work Session and Review</li> </ul>
24	Work Session	5:30pm-8:00pm	<ul style="list-style-type: none"> <li>• Work Session and Review</li> </ul>
	DEADLINE		<ul style="list-style-type: none"> <li>• The final business plan and projection files should be submitted before the next phase begins.</li> </ul>



## Launch

	Title	Details	Topics
1	Pitch Prep <i>(8 hours)</i>	Saturday 9:00am-5:00pm	<ul style="list-style-type: none"> <li>Each entrepreneur will have time to focus on their business pitch and how to speak about their business to the community.</li> <li>The entrepreneurs will begin to take time to put together their pitch deck based on their completed business plans.</li> </ul>
2	Pitch Prep <i>(5 hours)</i>	Sunday 12:00pm – 5:00pm	<ul style="list-style-type: none"> <li>Entrepreneurs will take time to practice their pitches and build their pitch decks.</li> <li>There will be time taken to get final program feedback and get pictures and video content of each person graduating.</li> </ul>
	DEADLINE	Tuesday 12:00pm	<ul style="list-style-type: none"> <li>The final pitch deck file should be submitted at 12:00pm the same day as the pitch night rehearsal.</li> <li>Entrepreneurs should be prepared to present at 5:30pm this day.</li> </ul>
3	Pitch Night Rehearsal <i>(2.5 hours)</i>	Tuesday 5:30pm – 8:00pm	<ul style="list-style-type: none"> <li>Entrepreneurs will have a chance to pitch their business to a panel of peers.</li> <li>Entrepreneurs must complete at least one approved pitch as a prerequisite to doing so at the Pitch Night event.</li> </ul>
4	Thrive Pitch Night <i>(9.5 hours)</i>	Saturday 10:00am-7:30pm 2 Hour Break	<ul style="list-style-type: none"> <li>Entrepreneurs will help set up for the Pitch Night event.</li> <li>They will set up their own tables and booths where they will be able to promote their new businesses.</li> <li>Each entrepreneur will pitch for five to seven minutes to the community.</li> </ul>
	Ongoing Support		<ul style="list-style-type: none"> <li>Support is available to all alumni in the way of ongoing mentoring, continuing education, and networking.</li> </ul>



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# Laying The Foundation

Cohort 13 - Section 2



### Foundation Assignment Tracking

Networking Event:	Date:
Notes:	

Networking Event:	Date:
Notes:	

Networking Event:	Date:
Notes:	

Networking Event:	Date:
Notes:	

Rejection Therapy:	Date:
Notes:	

Rejection Therapy:	Date:
Notes:	

Rejection Therapy:	Date:
Notes:	

Rejection Therapy:	Date:
Notes:	



Peer Interview:	Date:
Notes:	

Peer Interview:	Date:
Notes:	

Peer Interview:	Date:
Notes:	

Peer Interview:	Date:
Notes:	

Money Canvas:	Date:
Notes:	

Money Canvas:	Date:
Notes:	

Money Canvas:	Date:
Notes:	

Who Owns the Icehouse Book	Date:
Notes:	



**THRIVE**  
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Bootcamp I

Notes

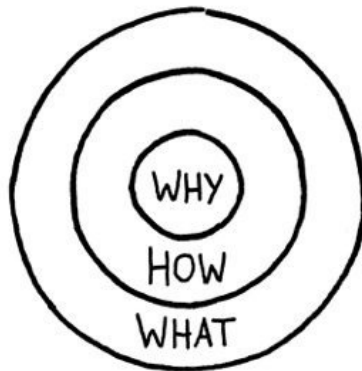
## Suggested Interview Questions

- Why did you decide to start your own business?
- What advice would you give to someone just starting a business?
- How do you deal with fear and doubt?
- What routines do you follow each day?
- Where do you see your business in five years? Ten?
- How does your business look different now vs. when you first started?
- How do you set your business apart from others in your industry?
- How did you market your business when it was brand new?
- What is the hardest part of being an entrepreneur?
- What is your favourite part of being an entrepreneur?
- What qualities do you think every entrepreneur should possess?
- What qualities do you think every entrepreneur should possess?
- What have been some of your biggest learning experiences in business?
- What do you look for when outsourcing or hiring?
- What will you never compromise on with your business?
- What are some of your daily habits?
- What have been your failures, and what did you learn from them?
- Who is your biggest role model?
- How do you define success?
- What makes a good leader?
- At what point did you look at your business and consider it a success?
- What would you change about your journey if you could go back?
- What inspired you to develop your idea?
- How have your priorities changed from when you first started?
- What challenges did you have to overcome?
- How did you establish your culture?
- What are you working on now?



## Knowing Your Why

When you know your life's purpose, it becomes easier to focus on where you are going, what matters the most in your life, and what decisions are aligned with your goal. It makes you committed and passionate about your goals. Having a purpose will help you find your true passion and commit to it.



The core of Simon Sinek's "Start With Why" is the Golden Circle. There are three parts of The Golden Circle: Why, How, and What.

**Why:** Very few people or companies can clearly articulate why they do what they do. This isn't about running a profitable company—that's a result. Why is all about your purpose. Why does your company exist? Why do you get out of bed in the morning? And why should anyone care?

**How:** Some people and companies know how they do what they do. Whether you call them a "differentiating value proposition" or a "unique selling proposition," HOWs are often given to explain how something is different or better.

**What:** Every single company on the planet knows what they do. This is true no matter how big or small the company is, or no matter what industry they belong to. Everyone can easily describe the products or services their company sells, or the job function they have within the company.

When we start with "Why", we go from the inside out of the circle. "Why" is the reason to buy and the "Whats" merely represent the tangible products as a proof of that belief. "Whats" are the reasons we can point to rationalize why we so much like a company

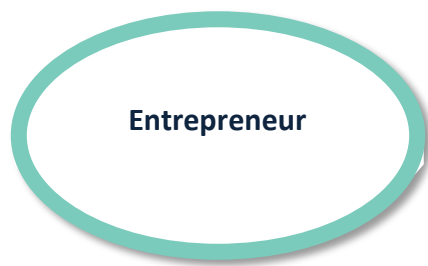
**What is YOUR WHY:**

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## Characteristics of a Good Entrepreneur





## Money Canvas by Thrivent

Personal finance is a vital part of not only managing your day-to-day financial needs but also planning your financial future. The sooner you get a grip on personal finance, the better your long-term financial prospects will be for things like investing or launching your business.

## Our Sessions

Free | Virtual | 1 hour | English + Spanish



### Paint Picture

Paint a visual picture of where your money goes each month and feel inspired to save more



### Trim Expenses

Explore a library of practical tips to trim back on recurring billings / predictable expenses




### Tame Spending

Regain control over your spending habits, focusing on one area at a time

 Money Canvas

# Money Canvas

 by Thrivent



[thrivent.com/moneycanvas](https://thrivent.com/moneycanvas)

[BoxMoneyCanvas@thrivent.com](mailto:BoxMoneyCanvas@thrivent.com)

## Clifton Strengths Part I

*"I Use My Strengths Every Day"*





## Your Unique Talents

Read your Clifton Strengths Signature Themes Report and highlight the words, sentences and phrases that fit you best, and then complete the table below:

Signature Theme	Which Part of This Theme Description is Perfectly You?	Share a Recent Example of When You Used this Theme



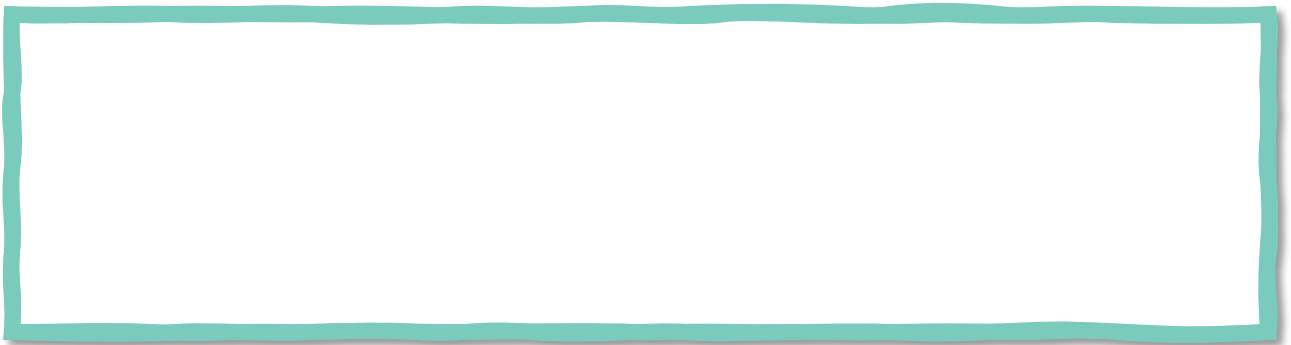
## Networking

Simply put, networking means building connections with other professionals. Networking should always be beneficial to both parties. The reasons why networking is important to include a better reputation, increased visibility, a stronger support network, improved business growth, and more impactful connections.

### Networking Questions

1. Where are you from?
2. What do you do?
3. How long have you been doing it?
4. How long have you been with your company?
5. What's the culture like?
6. Where is your organization headed in the next few years?
7. What are the biggest challenges facing your organization?
8. What's your favourite part of your job?
9. Tell me about your career path leading up to your current role?
10. 1What do you enjoy doing outside of work?
11. What other networking groups or professional development activities do you recommend I participate in?
12. What's the best way to keep in touch?

Describe your networking goals:



List several networking events you want to go to regularly:

- 1.
- 2.
- 3.



## Time Blocking and Management

Time management helps you prioritize your tasks so that you ensure you have enough time available to complete every project. The quality of your work increases when you're not rushing to complete it ahead of a fast-approaching deadline.

List how much time you should allocate each week to the following things:

### Personal Care

Self-Care: \_\_\_\_\_

Sleep: \_\_\_\_\_

Eating: \_\_\_\_\_

Health: \_\_\_\_\_

Exercise: \_\_\_\_\_

Family Time: \_\_\_\_\_

Planning: \_\_\_\_\_

### Business

One on One Meetings: \_\_\_\_\_

Professional Growth: \_\_\_\_\_

Working In Your Business: \_\_\_\_\_

Working On Your Business: \_\_\_\_\_

Networking: \_\_\_\_\_

Content Creation: \_\_\_\_\_

### Other

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**Calendar Legend**

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Create a Sample Calendar for One Week

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
4am							
5am							
6am							
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
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6pm							
7pm							
8pm							
9pm							
10pm							
11pm							
12am							
1am							
2am							
3am							



## Cohort 11 - Pitch Night

Take Notes on at least 3 of the Entrepreneurs Presenting

Name:

Business Concept:

What is the Problem They Solve?

Is their Story Compelling?

What Stood Out to You?

Name:

Business Concept:

What is the Problem They Solve?

Is their Story Compelling?

What Stood Out to You?

Name:

Business Concept:

What is the Problem They Solve?

Is their Story Compelling?

What Stood Out to You?

# Bootcamp II

## Notes



## Elevate Your Personal Brand

Your personal brand is your identity at work, in the community, or both. It is based on your experience, talents, and personal accomplishments. Your personal brand is also the image that you want to be conveyed to your company. “Your brand is what people say about you when you are not in the room.” A strong personal brand also allows you to differentiate yourself from your peers. In a crowded workforce and online community, branding is more important than ever before.

What makes you different than your peers and colleagues?

What do you want to be known for?

What steps can you take to improve your personal brand?

## Success Blueprint

### Mission Statement

Think about why you are doing what you are doing. What problem are you solving?

Your mission statements incorporate your company's core values. Everything you do as a company should work toward your mission statement. They should be 1-3 sentences, never exceeding 100 words. Should be written in a positive tone.

Examples: [21 Powerful Mission Statement Examples \(fitsmallbusiness.com\)](#)

Video: [How To Write A Mission Statement In 6 Minutes - Bing video](#)

### Vision Statement

A clearly defined vision can be used as a framework for the company to follow to pursue goals. It should clearly define how your business will obtain its mission. Because your vision is based on a set point in the future, they should also be updated as your goals for your business change over time.

A vision is also critical in moving your business forward and keeps everyone moving forward together. Your vision should inspire your people to go to that place. By creating a clear and defined vision you will have a better chance of success.

A vision statement should be inspiring, ambitious, realistic, broad, and strategic.

- Why does your business exist – who does your company help and why
- Where do you want your business to go

Video: [How To Write A Mission Statement In 6 Minutes - Bing video](#)



# THRIVE

NETWORK

A mission statement explains the company's purpose and primary drivers. It announces to the world because your company exists. Focuses on the present.

(4-6 sentences)

A vision is a mental image of what you want your business to be at some point in the future, based upon your goals and aspirations. Focuses on the future.

(1-4 Sentences)



## Core Values

Your values should state what your company stands for and the way the people in your company think and behave. Before you can create your company's values, you need to look at your own personal core values. What do you stand for? What does success look like to you?

Company values need a buy-in from your team! They can help you to hire the right people, simplify decision making for your business, and set your business apart from competitors.

Examples: [109 Examples of Business Values - Simpllicable](#)

List your core values:





## Culture

Your culture includes aspects like effective leadership development, work-life balance, appreciation, creating a sense of community, and equality in the workforce.

### Examples:

#### Traditional

Traditional cultures value old-fashioned practices and strive to promote traditional hierarchies and ideals. Traditional corporate cultures are often risk-averse and pragmatic in their strategies and management approaches.

#### Supportive

Supportive, or team-first, cultures try to create environments that elevate employees and make them feel valued. Team-building events, incentive programs and secure channels for open communication can all help create supportive environments and inclusive cultures.

#### Elite

Elite cultures promote perfectionism, innovation, and exceptionalism. They're often highly competitive and focused on maximizing productivity.

Describe the work environment you will achieve in your business:

## StrengthsFinder Assessment

List Your Top 5 Strengths

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What about these results stood out to you?

Describe how knowing your strengths can help you:



## Elevator Pitches

An elevator pitch is a brief - 30 seconds - way of introducing yourself, getting across a key point or two, and making a connection with someone. Elevator pitches are handy to have in mind any time you're at an event where you might meet prospective client or key partner.

Example Prompt:

My Company (Name of Company)

Is Developing (Defined Offering)

To Help (Target Market)

Solve Their (Pain Point)

By (Secret Sauce)

My Name is (Your Name)

Notes: \_\_\_\_\_

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Feedback: \_\_\_\_\_

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## Foundation Phase Reflection

Share a win that you had this month relating to your business:

What was a win that you had this month in your personal life?

What are you hoping to learn during the time you spend in the Thrive Program?

What did you learn this month that stood out to you more than anything else?

List a few goals for the next month

- 1.
- 2.
- 3.
- 4.

How are you feeling at this point in the program?



**THRIVE**  
NETWORK

Notes