



STARTSUPPORTED.COM PRESENTS
**STRENGTHS-BASED BUSINESS PLANNING
FOR FIRST-TIME ENTREPRENEURS**

**THE
ENTREPRENEUR
BLUEPRINT**

developed + designed by Zachary Barker, CEcD, MS

"Finally a business guide that is designed to support the special skills, desires, fears, and talents of the entrepreneur on their terms."

- NICHOLAS LABORDE, RACONTEUR GAMES



THRIVE
NETWORK

Welcome to the Entrepreneur BluePrint!

This program is designed to empower you to build, execute, and sustain your entrepreneurial dream business.

Throughout this program, you will be guided in a design process developing confidence in yourself and your business, as well as clearly building a simple plan with key execution activities that will serve to assure the achievement of your goals. The blueprint is yours – built by you, for you, using your strengths, and focused on your desired outcomes.



So, why execute the Entrepreneur BluePrint?

Every year, thousands launch businesses and take ownership of their professional futures. Yet, research concludes 21.5% of startups fail in the first year, 30% in the second, 50% in the fifth, and 70% in their 10th year of operation.

For many of us, failure is not an option, but failing to structure your business model around your skills, strengths, and interests is often too much to overcome. Additionally, many of us will find external challenges to overcome, such as limited sales skills, lack of a strong support network, or a lack of capital/cash flow to sustain through market development.

At the end of this program, you will not have all the answers... rather, you will have all the answers needed to launch effectively and the skills to ask the questions required throughout your journey.

Seeing you succeed is my greatest joy and honor. Cheers to your success!

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Zachary Barker, CEcD, MS

Executive Director

Startup Support Center

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Download the Emotional Intelligence (EQ) Assessment online at
startsupported.com/thrive-cos

Deliverables

Upon completion of the Entrepreneur BluePrint program, you will be empowered to:

- Develop, execute, and re-develop the Entrepreneur BluePrint strategic planning process
- Identify your organization's most pressing issues
- Lead from your strengths and natural talents
- Execute your role and lead your support processes
- Define the values and purpose that will guide your business
- Detail what your organization will look like in three years
- Develop a strengths-based marketing and sales strategy
- Identify your key data points and use that data to develop a one-year plan that is attainable, specific, and measurable (KPIs)
- Explain the process of systematically putting the right people into the right seats
- Explain how to use data to identify and create milestones (small wins) for your success
- Develop and drive from a dashboard model
- Understand your Emotional Intelligence and how your EQ can be leveraged to enhance your business approach

Program Agenda

DAY 1

Introduction to EBP and the Pathway to Sustained Success

- In this section, we will review the EBP Strengths-Based entrepreneurship model and how it all works to empower your success. Using the organizational checkup, we will discover our most pressing issues to address.

Assessing and Leveraging Your Superpowers | Talents & Skills

- Upon completing a strengths self-assessment, we will discuss our WHY, how our superpowers drive it and identify the areas of fear that cause us to hesitate. We will perform a superpower focus activity, as well as a fear casting exercise.

Taking Ownership of Your Business

- Stacking upon your personal power acknowledgment, we will identify our power role within our company and clearly define which activities are worthy of our focus. We will define and detail our purpose and core values, as well as explore the "own, outsource, eliminate, or automate" mindset.

__ **BREAK** __

Defining Your Business in Detail

- In this section, we will define the details of our business model that are driving our current decision-making. Here, we will define, in detail, customer segments, the problem we are solving, our unique value proposition, what channels and outreach will be utilized, how customers will engage, key partners & suppliers, as well as define competitors, costs, and revenue streams.

Introducing Sales as Your Core Strategy

- With our clarity of what we are providing, to whom, how, and why, we will begin to identify the keys to attracting, educating, qualifying, and engaging with prospective clients. We will focus our discussion and ideas around the psychological process of purchasing, and discuss how we can facilitate that most efficiently, using our unique superpowers.

Program Agenda

DAY 2

Checking-in & Self Reflection

- We will take time to discuss our feelings and insights from the previous day, as well as to share feedback on the progress of our process. Additionally, we will share our BHAG to set our minds toward future success.

Designing Your Strategy through Goal-Casting

- With a solid understanding of self, our business, and our expectations for our client's purchasing process, we will establish our business operational goals. Goal-casting will allow us to define our 3-year picture and our 1-year plan. Using SMART goals and SWOT, we will be able to identify actionable activities to drive our success.

RSM Reality Check-in

- In this section, we will review our 1 and 3-year goals to determine the feasibility of our goals and what levers can be managed to achieve or exceed our defined goals. Here, we will download and utilize the RSM (Revenue, Sales, Marketing) Matrix in support of our goal-casting efforts.

__ **BREAK** __

Building a Strengths-Based Marketing Model

- With an understanding based on our reality check, we will deeply examine the activities we can take to drive our marketing and sales pipelines. We will work together to brainstorm a 12-month strategy, including our how to measure using key performance indicators (KPIs), to drive our dealmaking success.

Using Data to Drive Your Superpowers

- In this section, we will download and utilize the RSM Basic Dashboard to develop an understanding of dashboarding to provide insights into which activities and driving our successes. We will leverage our knowledge of the RSM Matrix Marketing section to discuss effectiveness and tracking methods - including technology utilization.

Program Agenda

DAY 3

Checking-in & Self Reflection

- We will take time to discuss our feelings and insights from the previous day, as well as to share feedback on the progress of our process. Additionally, we discuss utilizing a Daily Top 5 process to focus and measure activity.

Building a Strengths-Based Team

- Utilizing our understanding of self and our "power role", we will explore the driving test model for assessing who is "on the bus" and if they are "in the right seat". We will explore how this can be used for internal and external talent.

Automating Systems, People, and Processes

- In this section, we will discuss the importance of "proven processes" and the goal of leveraging automation whenever possible. We will work to develop a proven process together, empowering you to immediately develop one for each of your key activity areas - dealmaking, technical delivery, administration.

__ **BREAK** __

Putting It All Together

- Now having a comprehensive understanding of yourself, your business, your prospective clients, and your RSM model, we will put together a final "rough draft" of your Entrepreneur BluePrint. In completing the EBP, you will have clarity of the key activities, measures, and support needed in the immediate 90 days, as well as the next 12 months.

Supporting You Along Your Journey

- With your completed EBP, you are empowered to use your superpowers and focus to crush your entrepreneurial goals. In support of your journey, Startup Support Center will deliver ongoing support for the next 12 months. Details to follow.

Review, Feedback, and a Request

Strategic Growth Planning:

Building the Road to Success | A Sample Growth Plan

CORE VALUES	1. Build Systems that Create Multipliers	TOP 5 WEAKNESSES		
	2. Deliver from Proven Processes			
	3. Establish the Rules – Then Push Them			
	4. Be a “Core Issue Assassin”			
	5. Speak Up and Speak Out			
		5. Follow Up Consistency		
PURPOSE	COMPANY	Empowering entrepreneurs through training and support	3-Yr PICTURE/MISSION	
	NICHE CLIENTS	Pre-Flight Entrepreneurs Startup Center & Programs		
VISION	To be a nationally recognized for delivering entrepreneur growth training and support programming with at least 10 FTEs		We will be the “go to” training and support provider for Startup centers and center affiliated entrepreneurs	
MARKETING STRATEGY	3 UNIQUES	1. Highly engaging and entertaining training delivery by trainer(s) - edutainment	SCORECARD	
		2. Built-In ongoing coaching and consulting support of clients		
		3. Personal coaching and support systems		
	PROMISE	You will be trained to be empowered and only need us for emotional and strategic growth		
			1. Email to Attendee Ratio	
			2. Weekly Demo Attendees	
			3. Profitability % (70+)	
			4. Startup Center Referrals	
			5. Client QTRLY Goals Met	
			6. Revenue	
			7. Survey Responses	

Organizational Check-Up

Use this checklist to measure where you are as a company at least once a year. Once you have identified your gaps, use them to create Milestones. Add to the Beartraps list as necessary. The goal is not to be perfect in the first year, but to show steady improvement over time. Rank each statement from 1 to 5, with 1 being weak and 5 being strong.

1	2	3	4	5	Statement
					We have a clear vision in writing that has been properly communicated to the whole team.
					Our core values are clear and we are hiring, reviewing, rewarding, and firing around them.
					Our five-year target is clear and has been communicated to everyone
					Our target market is clearly defined and our sales/marketing efforts are focused on it.
					Our differentiators are clear and all of our sales/marketing efforts reflect that.
					We have a proven process for doing business with our clients. It has been named and visually illustrated, and everyone is adhering to it.
					All of the people in our organization are the right people.
					Our Accountability Chart is clear and complete and constantly updated.
					Everyone is in the right seat.
					Our leadership team is open and honest and demonstrates a high level of trust.
					Everyone has three to seven Milestones per quarter, and they stay focused on those Milestones.
					Everyone is engaged in regular bi-monthly meetings.
					All meetings are on the same day at the same time and have the same printed agenda. They start and end on time.
					All teams clearly identify, discuss, and solve key issues for the greater good and long term.
					We have a system for receiving regular customer and employee feedback, and we know their level of satisfaction.
					Our systems and processes are documented and followed by all.
					A Dashboard (scorecard) for bi-monthly metrics and measurable goals is in place.
					Everyone in the organization has a number.
					We have a budget and are monitoring it regularly.

Assessing and Leveraging Your Superpowers

I am at my best when...

My friends say I am great at...

Take the Strengths + Talents Profile Assessment

Signature Strength Questionnaire (SSQ-72) | Here are your Top 5 strengths:

Leadership

You excel at leadership tasks and activities. You are very good at organizing group activities and seeing that they happen. That is why you are the one children like to follow or often prefer that you take the lead. You also make everyone feel included. You are often able to bring the best out of every member.

Love of Learning

You love to learn new things -- in school or on your own. You make very good use of opportunities where you can gain knowledge about skills, concepts, ideas, and facts.

Citizenship, Teamwork & Loyalty

You are an excellent team player. In fact, you perform at your best when you are working with your group or team, rather than working alone.

Creativity & Originality

You love to think of new ways to do things and are rarely content with the conventional way. You can also apply your imagination in unique ways to solve everyday problems and generate original ideas.

Curiosity, Interest in the World & Openness to Experience

You find yourself interested in exploring new things. When things are not clear, you strive to explore them further. You are fascinated by new topics and constantly ask questions to discover more about them. You are able to focus sharply on acquiring new information about a specific topic (i.e. dinosaurs, Harry Potter or astronomy). Also, you are open to experiencing new and different things.

Assessing and Leveraging Your Superpowers

If I am being honest, I am most afraid of...

The worst that can happen is...

	➤	
	➤	
	➤	
	➤	
	➤	

"I've lived through some terrible things in my life, some of which actually happened."
 - Mark Twain



ILLNESS WELLNESS CONTINUUM

HEALTHY



- Normal sleep patterns
- Good sense of humor
- Normal mood fluctuations
- Good energy levels
- No or limited alcohol use

REACTING



- Have trouble sleeping
- More forgetful
- More irritable or sadness
- Overwhelmed
- Regular but controlled alcohol use or gambling

INJURED



- Disturbed sleep
- Restless
- Increased fatigue
- Negative attitude
- Feels more anger, anxiety
- Increased aches and pains
- Increased drug and alcohol use

ILL



- Can't fall asleep or stay asleep
- Can't cope with work
- Excessive anxiety
- Angry outbursts
- Depression
- Physical illness
- Frequent drug and alcohol use
- Out of character decision making

Taking Ownership of Your Business

Rank the following for most to least

- I enjoy debate and difficult discussion
- I want recognition for what I create
- I prefer rules, order, and processes
- Rewards should increase with results
- It is good to use influence to make \$



What is the most critical activity in a business?

I AM THE _____

My role in my business is to do the following:

I AM NOT THE _____

I should absolutely NOT be doing the following:

IF NEEDED I CAN BE THE _____

I should look to find someone that can do:

I WANT TO WORK FROM MY POWER POSITION, WHICH MEANS I NEED TO OWN MY ROLE...

Below is my list of tasks I need do to eliminate, delegate or automate, as well as which role they belong to.

Tasks outside my role	e/d/a	d/t/a

CORE VALUES

As an entrepreneur, success will be defined by your vision and your personal/professional goals. A critical key to defining your success is rooted in establishing authentic CORE VALUES that represent your business. Core values build and define the decision-making process by which you will operate. They ARE the driving force behind you and your business.

A CRITICAL CORE VALUE FOR ME IS...

Explain why this is a core value for you

What are one or two behaviors that support this value?

What are one or two slippery behaviors that are outside your value?

What's an example of a time when you were fully living into this value?

ANOTHER CORE VALUE FOR ME IS...

Explain why this is a core value for you

What are one or two behaviors that support this value?

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CORE VALUES

Learn More:

<https://blog.hubspot.com/marketing/company-values>

THE HubSpot CULTURE CODE

TRAITS WE ADMIRE

Humble
Empathetic
Adaptable
Remarkable
Transparent



TENETS WE FOLLOW

Solve For The Customer
Own it with openness
Uplift each other
Lean towards the long-term

Yep. HEART & SOUL
We went there.



Starbucks Core Values

1. Provide a great work environment and treat each other with respect and dignity.
2. Embrace diversity as an essential component in the way we do business.
3. Apply the highest standards of excellence to the purchasing, roasting and fresh delivery of our coffee.
4. Develop enthusiastically satisfied customers all the time.
5. Contribute positively to our communities and our environment.
6. Recognize that profitability is essential to our future success.

WE ARE COACHES

We empower each other through mentorship and encouragement.

WE ARE SKILLFUL

We are good at what we do, demonstrating the highest degree of proficiency, learning continually, & adapting quickly.

ASK YOURSELF...

What is

Non-Negotiable?!

What would encourage you to pursue a relationship? What would force you to end a relationship? Why?

ANOTHER CORE VALUE FOR ME IS...

Explain why this is a core value for you

What are one or two behaviors that support this value?

What are one or two slippery behaviors that are outside your value?

What's an example of a time when you were fully living into this value?

Defining Your Business In Detail

business name

tag line

CUSTOMER SEGMENT

demographics, psychographics
geography, behaviors

PROBLEM



VALUE PROPOSITION



CHANNELS



CUSTOMER EXPERIENCE



KEY PARTNERS/SUPPLIERS



COMPETITORS



COSTS



REVENUE STREAMS



Entering the Mind of Your Customers



Awareness

The buyer realizes they have a problem. They want to understand more about it.



Consideration

The buyer is looking for and comparing potential solutions to their problem.

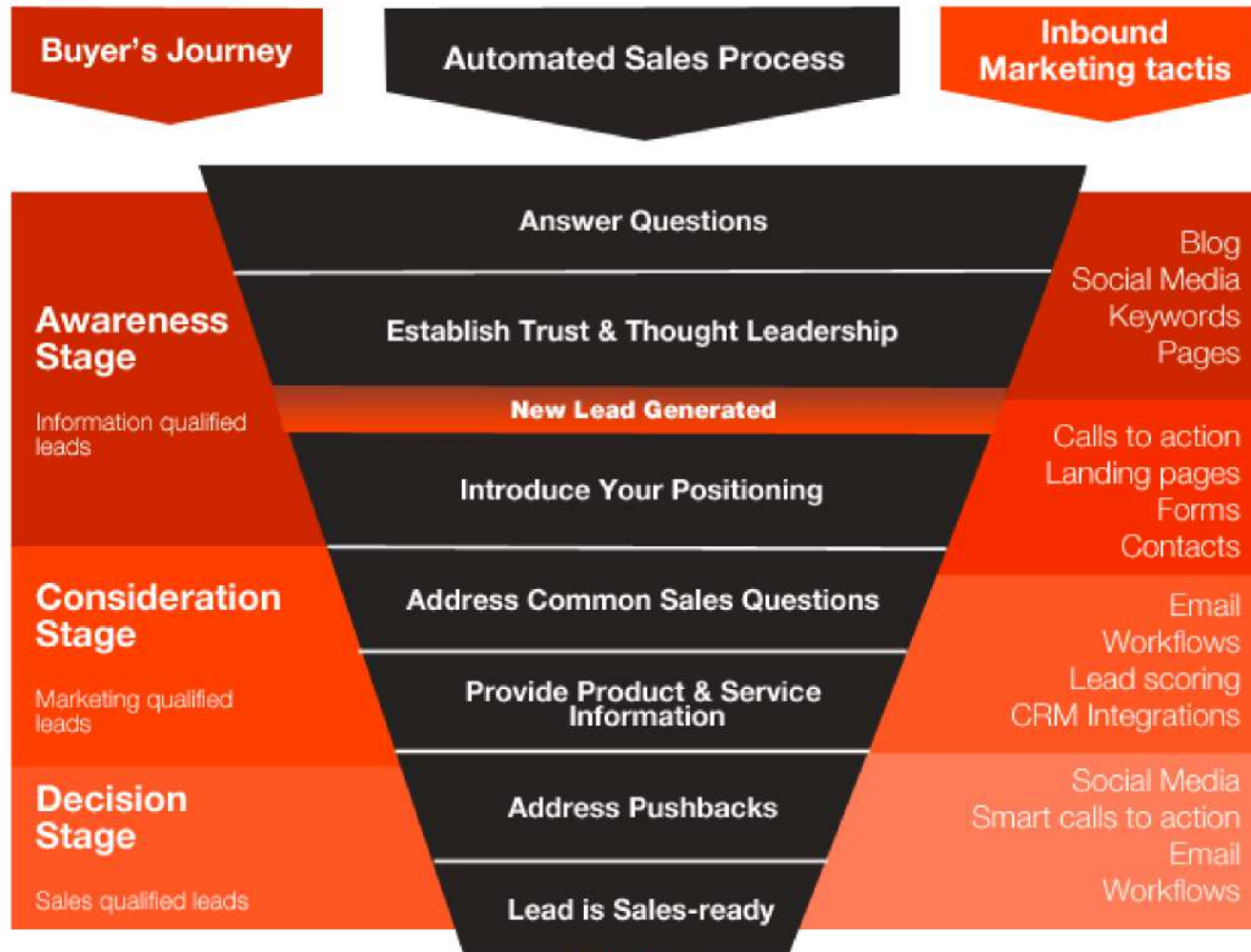


Decision

The buyer purchases a solution.

	Awareness	Consideration	Decision
	How Do Customers Find Me?	How do Customers Compare?	What Triggers Customers to Buy?
Thoughts			
Actions/ Behaviors			
Motivations to Act			

Entering the Mind of Your Customers



Consultation

Sales Call

These sales activities are interesting ...

My associated strength is...



Checking-in & Self Reflection

How am I feeling about

WHY?

Me as an Entrepreneur



My business model



This EBP Process





I AM MOST EXCITED ABOUT

I AM MOST CONCERNED ABOUT



MOVING FROM FANTASY TO ACHIEVEMENT

Draw or describe how you will know when you are successful



Designing Your Strategy Through Goal-Casting

create an image of what a company will look like in 3 years

future date	annual revenue
annual profit - \$/%	critical measure

Close your eyes... then write down what you see

<ol style="list-style-type: none"> 1 2 3 4 5 6 7 8 9 10 	<ol style="list-style-type: none"> 11 12 13 14 15 16 17 18 19 20
---	--

You are not creating goals, rather, you are painting a picture.

For me, I see an online community of entrepreneurs; 20 full-time counselors to provide mental health support for members; delivery center locations in Colorado Springs, CO, and New Orleans, LA; a hiring model to train LPC's to deliver EBP across the country; a partnership model that supports small to mid-sized communities through their economic development organizations; providing pro-bono training in emerging communities. Your goal is to list everything on a blank paper, examine your true vision, pick out the points that make the most sense, then write them down - transitioning them from fantasy into goals!

How to Create Your Goals (One Year Plan) and Determine Your Quarterly Milestones

Determine Top 5 Weaknesses	Determine 1 YR Plan Create 1-2 Goals Per Weakness	Create QRTL Y Milestone (goals) to directly affect/accomplish your goals
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
	6	
	7	
	8	
	9	
	10	

NOTE:

Quarterly Goals will be reviewed and re-targeted every 90 days with your Coach/Advisor

SWOT

The internal advantages my company has are

Our internal shortcomings are

Our external opportunities include

Our external threats include

Your Uniques – Where can you “WIN”?

What is unique about us? Some examples:

- We work exclusively with women
- We offer an exclusive VIP Club
- Provide funding for clients in need
- Our team knows clients by name
- Team members receive 100 hours per year of training
- Highly professional service
- At home/on-demand delivery
- Luxury waiting area
- We make boring trainings fun with energy and
- The Governor is my uncle

List your “Uniques” here:

RSM Reality Check-in

does it all make sense?

Access your support tool kit at
StartSupported.com/ _____

Determining Profits from Revenue

ONE YEAR REVENUE GOAL MATRIX			
Price (product or service)		\$279.00	
Measure	\$	Units	Total
Revenue (price x units sold)			\$100,000.00
less: Costs			
Fixed.	\$1,000.00	12	\$12,000.00
Variable.	\$1,000.00	12	\$12,000.00
My Time.	\$150.00	0	\$0.00
Staff/Support.	\$25.00	520	\$13,000.00
Total Costs			\$37,000.00
Profit/Loss - estimated			\$63,000.00
Personal Income			
Profit/Loss			
Hourly Wage			
<i>Less: Tax</i>			
Total Income			

➔ What is your price?

➔ What is your revenue estimate?

➔ What are your costs?

➔ Hitting your profit goals?

Profit/Loss	
Hourly Wage	
<i>Less: Tax</i>	
Total Income	

SALES & MARKETING SUCCESS MATRIX				
Sales Reality Check				
Units required to sell to reach revenue goals:	Measurement	Units Sold		
Annually (revenue/price)	1	358.4 /year		
Monthly (units/12)	12	29.9 /month		
Weekly (units/52)	52	6.9 /week		
Daily units to sell (units/240) – 4 weeks off (1/qtr)	365	1.0 /day		
Marketing Reality Check				
Activity	Conversion %	Volume	KPI	
Outreach required to generate interest (aka "lead")	5%	75,000.00	3,750.00	contacts
Leads req'd to generate a "SQL"	20%	3,750.00	750.00	leads
Sales Qualified Leads req'd to generate a proposal	60%	750.00	450.00	SQLS
Proposals req'd to generate a closed deal	80%	450.00	360.00	proposals
Closed Deals		360.00		closed deals
Sales vs Marketing Feasibility Assessment			1.58 units	

Determining the Required Volume for Leads and Conversions

Building a Strengths-Based Marketing Model



OUR GOALS:

- Understand the mindset of the buyer in each stage
- Identify strengths-based lead generating actions
- Define metrics and measures to steer activity

	AWARENESS	CONSIDERATION	DECISION
STRENGTH-BASED ACTIVITIES	examples: Blog Posts Videos – YouTube, Facebook Podcasts	examples: Tips & Tricks Downloads Comparison Videos Webinars / Live Demonstrations	examples: Case studies Sample cost sheets Return/refund policy
METRICS	website hits	new emails	proposals presented

Using Data to Drive Your Superpowers

leveraging data to enhance our strengths-based approach

Sales & Marketing Sample Dashboard Please download and save under your own file before changing any values.

Revenues		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1	Revenues	\$4,375.00	\$4,740.00	\$4,100.00	\$4,518.00	\$5,200.00	\$3,200.00	\$5,000.00	\$4,328.00	\$3,592.00	\$3,014.00	\$3,263.00	\$4,283.00	\$52,648.00
2	Target	\$4,178.00	\$5,100.00	\$3,900.00	\$4,800.00	\$4,497.00	\$3,600.00	\$4,800.00	\$3,553.00	\$3,711.00	\$4,488.00	\$3,100.00	\$3,800.00	\$51,586.00
3	% Target	118%	93%	105%	94%	116%	89%	104%	139%	97%	67%	106%	107%	102%
4	Monthly Growth	3.00%	-3.56%	-13.50%	10.20%	15.10%	1.92%	-5.66%	-1.48%	-27.08%	-16.09%	8.83%	23.87%	1195.75%

Sales Orders		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
5	Customers	20	21	19	21	22	19	19	17	22	15	19	233	
6	Orders Placed	58	57	57	55	48	44	52	40	50	58	59	645	
7	Purchased Items	77	86	89	79	78	73	79	78	77	97	78	969	
8	AVG Sales / Customer	\$245.75	\$225.71	\$215.79	\$215.14	\$236.36	\$278.95	\$263.16	\$259.28	\$211.29	\$137.90	\$218.67	\$213.84	\$225.95
9	AVG Ticket Sales	\$84.74	\$83.18	\$71.93	\$82.15	\$108.33	\$120.45	\$96.15	\$100.53	\$71.84	\$51.97	\$55.59	\$70.05	\$81.82

Marketing		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
10	Total Cost (Sales & Marketing)	\$2,324.00	\$2,061.00	\$2,951.00	\$2,740.00	\$2,114.00	\$2,680.00	\$2,812.00	\$2,761.00	\$2,337.00	\$2,539.00	\$2,249.00	\$2,279.00	\$29,847.00
11	Customer Acquisition Costs (CAC)	\$116.20	\$98.14	\$155.32	\$130.48	\$96.09	\$141.56	\$137.47	\$145.32	\$137.47	\$115.41	\$148.93	\$119.95	\$127.24
12	Profit	\$2,591.00	\$2,679.00	\$1,149.00	\$1,778.00	\$3,086.00	\$2,620.00	\$2,388.00	\$2,185.00	\$1,250.00	\$475.00	\$1,031.00	\$1,784.00	\$23,061.00
13	% Profit	\$2.72%	56.52%	28.02%	38.35%	59.35%	49.43%	47.76%	43.95%	34.94%	15.76%	31.43%	43.91%	43.89%

Pipelines		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	RATIOS
14	Inquiries -	370	353	376	395	343	344	385	394	347	397	387	389	4,490	-
15	Lead -	200	266	209	254	254	265	211	262	214	223	270	252	2,880	64.14%
16	SQL -	190	151	113	161	189	179	168	127	163	124	106	122	1,773	61.56%
17	Sales -	58	57	57	55	48	44	52	49	50	58	59	58	645	36.38%
18	Sales Conversion Rate -	15.88%	16.15%	15.16%	13.90%	13.99%	12.79%	13.16%	12.44%	14.41%	14.61%	15.25%	14.91%	14.37%	14.37%

Lead Sourcing		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% OF TOTAL
19	Networking Events	370	353	376	395	343	344	385	394	347	397	387	389	4,490	27.66%
20	Conferences/Trade Shows	200	266	209	254	254	265	211	262	214	223	270	252	2,880	17.74%
21	Digital/Social/Web	180	151	113	161	189	179	168	127	163	124	106	122	1,773	10.92%
22	Direct Selling/Outreach	190	151	113	161	189	179	168	127	163	124	106	122	1,773	10.92%
23	Email Marketing	190	151	113	161	189	179	168	127	163	124	106	122	1,773	10.92%
23	Referrals	190	151	113	161	189	179	168	127	163	124	106	122	1,773	10.92%
23	Walk-ins/ups	190	151	113	161	189	179	168	127	163	124	106	122	1,773	10.92%

Access your support tool kit at StartSupported.com/ _____

CREATE A SCORECARD

What should you be measuring?

SALES

MARKETING

**TECHNICAL
DELIVERY**

ADMIN

Checking-in & Self Reflection

How am I feeling about

WHY?

Me as an Entrepreneur



My business model



This EBP Process



I AM MOST EXCITED ABOUT

I AM MOST CONCERNED ABOUT

Building a Strengths-Based Team

Getting the right people in the right seat... and building a bench

This is where you have real talk about assessing talent and fit within your organization.

NOTE: This DOES NOT tell you who to fire, rather, it shows you where you can build up and need to supplement. (C=Comprehends Our Work, D= Driven to Do the Work; A=Ability to Do the Work)

Name	Core Value 1	CV2	CV3	CV4	CV5	C	D	A
Joe	+	+	+/-	+	+/-	N	Y	Y
Shawna	-	+	+/-	+	-	Y	N	Y
Erica	+	+/-	+	+	+	Y	Y	Y
Paige	+	+	+	+	+	Y	Y	Y

Marketing Team

Name	Team Work	Clients Love Me	Independent Leadership	Trust the Process	Creativity	C	D	A

Driving Test: Building the Right Team

To implement the Driving Test, I will:

Do this today:

Do this in the coming week:

Do this in the coming month:

Proven Processes for Your Organization

Examples:

- Greeting a client
- Sending work to partner
- Onboarding a new employee
- Confirmation appointments
- Funding Request
- Change Order Request

Brainstorm on the back of this sheet of paper. Then list your proven processes here, along with the major steps for each of them. Add more as necessary.

Process:	1.
	2.
	3.
	4.
	5.

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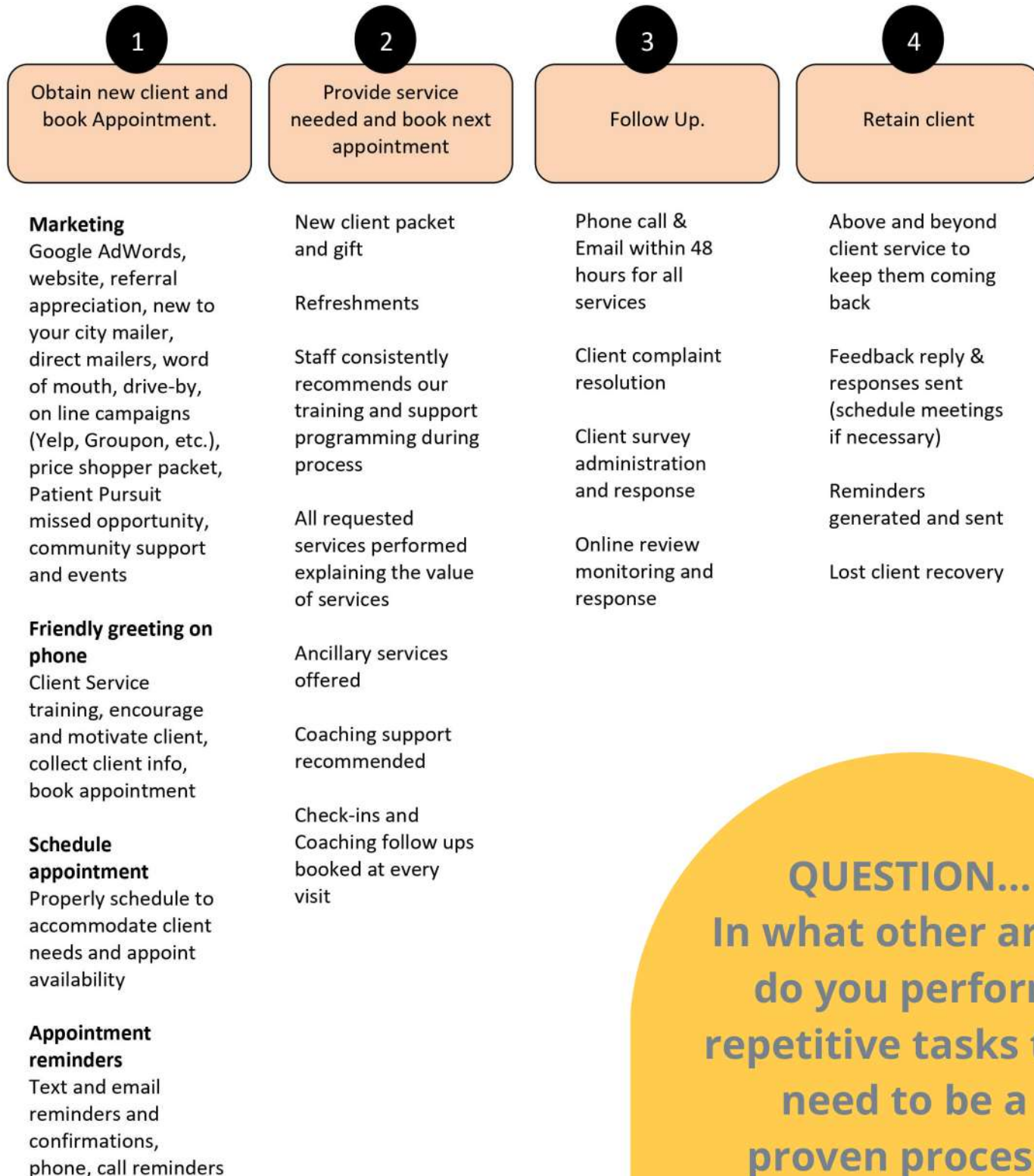
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Proven Process Chart

The _____ Difference in Four Steps



QUESTION...
In what other areas do you perform repetitive tasks that need to be a proven process?

Putting It All Together

a completed Entrepreneur Blueprint for _____

CORE VALUES	
1	
2	
3	
4	
5	

MY TOP 5 STRENGTHS	
1	
2	
3	
4	
5	

MY ROLE IS AS	
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CORE FOCUS	PURPOSE	
	CUSTOMER SEGMENT	

3 YR PICTURE (MISSION)

BHAG/SUCCESS	
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MARKETING STRATEGY	VALUE PROP	
	STRENGTH ACTIVITY	

SCORECARD