



VeSPA | Solo Biz Success

Mentoring Program | 8 weeks | Moodle e-learning
Next Course Nov 3, 2010

Self Employed (Solo) change agents (facilitators, trainers, consultants, speakers, writers, coaches, mentors and more)

Why VeSPA?

Solo change agents of almost limitless varieties are a rapidly growing group. Most just make ends meet whilst a few make it all the way. "success" is what you make it.

Our observation is that practitioners move through and between four identifiable stages: Hobby -> Job (contract) -> Practice -> Real Business

To achieve 'success' over the long haul requires commitment, dedication and ability. However, even the most talented people will fail without a plan.

Typical business plan formats don't fit the solo change agent. In any case you'll end up with a 40 page plan sitting in the top drawer that you may never look at again.

That's why we developed the VeSPA one page plan format for solo business operators.

VeSPA is a 'living' one page plan comprising:

1. High Level Plan [Ve] Vision, embodied Values
2. Implementation Plans [SPA] Strategies, Projects, Actions

VeSPA will get your business on track, capitalise on your uniqueness and build on your strengths to achieve success as a solo change agent.

Who should do VeSPA?

Self Employed (Solo) change agents, facilitators, trainers, consultants, speakers, writers, coaches, mentors

What you get

- 4 x 1 hr Group Mentoring sessions by teleconference
- Moodle e-Learning with hundreds of references, tools, templates, resources and links
- Buddy learning cafe groups
- Personal mentoring on the fly
- Dynamic Workbook

Fees:	Tuition	Extras	Total
Regular rate	\$220	Conference Calls \$33	\$253
Individual mentoring	\$165/hr	n/a	\$165/hr

Enquiries/Registration |

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Program Content

The Basics

- Solo business models
- Survival Vs Success

The High Level Plan [Ve]

- Visioning
 - Purpose
 - Vision
 - Goals
- embodied Values

Implementation Plans [SPA]

Strategies, Projects, Actions

- **Product/Service Strategy**
 - What do we sell?
 - What is our uniqueness
 - How much do we charge?
- **Customer Strategy**
 - Marketing;
 - Service Delivery;
 - Selling; Systems
- **Personal Development, people & relationships**
 - Self; Internal Relationships;
 - External relationships
- **Business Processes and Financial Strategy**
 - Business Processes
 - Regulatory Issues
 - Risk management
 - Financial Survival
- **Sustainability Strategy**
 - Sustainability policy

Course Facilitator/Mentor

Greg Jenkins | Change Agent
MAppSci (Social Ecology) Organisation Development,
BA (UNE)

VeSPA | One Page Plan

A: PrePlan	<p>0. Pre-Planning</p> <p>i) Current Reality “The Truth”: Truthfully gather, analyse all the facts [successes, failures, work in progress, risks, financial data, customer analysis, systems and process issues, market conditions, trends, people data and issues]</p> <p>ii) Preliminary recommendations:</p>					
B: High Level Plan	<p>1. Visioning</p> <p>1.1. Purpose [Mission]</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Core Purpose (Why are we here?)</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Higher Purpose (What good could we do?)</div> <p>1.2. Vision [Vision]</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">True Vision (A Vision that lasts beyond my/our lifetime)</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Dreams (What could be? - hunches/possibilities/ashes of imagination)</div> <p>1.3. Goals</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Goals (What do we want to achieve? 1-5 years) [S.M.A.R.T. Specific, Measurable, Achievable, Realistic, Timely]</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">BHAG <u>B</u>ig <u>H</u>airy <u>A</u>udacious <u>G</u>oal (What could we achieve in 10 – 30 years if we really went for it?)</div> <p>2. embedded Values [Values] 3 - 5 Values (What values support the Visioning?)</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div>					
C: Implementation Plan						
	3. Strategies 3 – 5 Strategic Themes (**BSC *TBL)	Product (what we sell)	Customer (who we sell to)	Processes (operations + making money)* (Profit)	*People (self devel. & growth, networking) (People)	*Sustainability [Planet]*
	3.1 Strategic Intent [Objectives]					
	3.2 Strategic Analysis					
	4. Projects & Priorities (Groups of actions 3 - 4 per theme) [Strategies] sub-projects sub/sub projects					
	4.1 Project Priorities (3 - 4 categories)					
	5. Actions Things actionable by a person [Actions]					
	5.1 Personal work plan					