

**Intact
Academy**

TA07:

**Entrepreneurship
Academy**

ICF CEU accredited. EMCC accredited within senior practitioner program.

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Entrepreneurship Academy

Purpose

Do you want to work on your business in a structured, Fun and inspiring setting? Do you want to learn how to set a clear purpose, attract customers, and scale your business? Do you want to develop a modular product eco-system that is innovative and valuable? Do you want to become over-subscribed? Then this training is for you.

Target Group

This program is for anyone who has a business and wants to scale or is dreaming of having a business and wants to start.

Ultimate Result

By the end of the program participants will have:

- Redefined a business purpose
- Created a sustainable product eco-system
- Developed a business plan to scale and partner
- Learned how to lead an innovative business

The Program

The program consists of four one day workshops and four personal coaching sessions.

The Workshops

Workshop 1. Finding your purpose: Purpose answers the question: Why do you want to do what you do? Through practical exercises, participants will delve into their personal story, their customer story and business history. On the intersection of dreams and desire they will create their business direction. By the end of the workshop you will have a pitch and created a customer avatar.

Workshop 2. Creating your product: Using design techniques the participants will create a clear picture of their current assets. After an analysis of their innovation gaps, they will construct a sustainable core product. By the end of the workshop you will have a clear product offer and an outline for your brochures.

Workshop 3. Growing your business: To create sustainable growth any business has to decide to do it yourself, acquire or partner. This workshop will be dedicated to exploring strategies to grow. We will also pay attention to creating a self-perpetuating eco-system of sustainable products and services.. By the end of the workshop your business model will be clear.

Workshop 4. Promoting your business: Having a great product and great people is not enough. You will have to create clear commercial targets and have a consistent marketing campaign roll-out to sustain your business. In this workshop we will explore social media, publications and film as a way of doing that. At the end of the workshop you will have created a campaign plan.

Group Supervision Entrepreneurs

During these group supervision days you will be able to:

- Get supervision or coaching to support your personal readiness
- Present your business plans for review
- Give feedback from your international peers
- Present your product eco-system to potential clients
- Meet and exchange with other international colleagues

The Accountability Groups

The Accountability Group is a team of 3-4 people who meets in between every workshop to discuss the homework and learning progress, and practices team coaching. The Accountability Group is there as a resource for you to bounce ideas off, to explore your best thinking and to confidentially discuss any issues. Accountability groups don't work - you MUST work them.

The Written Business Plan

The purpose of the business plan is to show that you have integrated knowledge of entrepreneurial concepts and can apply them in practice.

Personal Study, further reading

As a part of your case study, you will be expected to include the relevant research and theoretical underpinnings of your practice. To support you in this, there is an extensive reading list. You will be expected to come to each module having read any recommended texts or papers that are relevant to that module. We also recommend you complete an individual learning log, to track your progress during the program. There is also homework between each workshop.

Registration

Register through email:

<https://intactacademy.com/planning/>

When registering for Intact Academy programs you also commit to adhering to the ITAA and ICF ethical code and the Intact Academy registration conditions.



Program Director



Drs Sari van Poelje is an international team coach and expert on agility and innovation. Sari has been the director of Intact Academy since 1992, training coaches and consultants all over the world. She works as a consultant in Agile Business Innovation with multinationals, family businesses and startups to help them innovate their business more quickly than their products, so that they can accelerate their time to market. Sari has 35 years' experience of coaching and consulting with managers and directors and has been a director in various multinationals for 23 years.

She is a licensed teaching and supervising transactional analyst, PCM trainer, NOBCO-EMCC accredited master coach, master systemic team coach. She has published numerous articles and books on leadership, coaching and organizational change.

