

WORKSHOP AGENDA 26 & 27 MARCH 2012

***“ACHIEVING COMPETITIVE ADVANTAGE
THROUGH ENTREPRENEURIAL
OPERATIONAL EXCELLENCE”***

Workshop will be led by:

Bill Aulet

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***Managing Director, Trust Center for MIT Entrepreneurship (formerly
known as the “MIT Entrepreneurship Center”)***

DAY 1: Monday March 26, 2012 - Business Planning and Basics

- 08:45 – 09:30* *Registration and Welcome coffee*
- 09:30 – 09:55* **Introduction, Overview (Desired Outcomes of this Program)**
- The introduction and overview of the objectives of this workshop
 - Review of previous workshops
 - Putting this workshop in context of FPP's Business Mentoring Program
- 09:55 – 11:00* **Situational Analysis I (Brainstorming)**
- Interactive exercise with regard to attendees' business operations
 - Results will influence priorities and focus of the program
- 11:00 – 11:15* *Break*
- 11:15 – 12:00* **Entrepreneurial Marketing to a High Performance Company: Commerce Bank Case Study**
- 12:00 – 13:15* *Lunch*
- 13:15 – 14:45* **Business Plans that Generates Success**
- The different objectives of a business plan and how to know which is right for you
 - The key elements of a business plan and what is most important
 - How much time and effort to allocate to business planning and writing a business plan
- 14:45 – 15:15* **Individuals Work on Business Plan Elements of Most Relevance to Their Companies**
- Putting to use the materials of the morning
 - Instructors will be walking around, helping to guide teams and providing feedback
- 15:15 – 15:45* *Break*
- 15:45 – 16:45* **Intelligently Raising Money for Your Venture**
- Good reasons and bad reasons to raise money
 - Matching your needs to the right source of funding
 - How to optimally execute a fundraising process
- 16:45 – 17:30* **Discussion of Corporate Governance (with help from local law firm)**
- Legal requirements
 - Appropriate and inappropriate roles for Board of Directors & Advisors
 - What you need to know about equity structure and control

- 17:30 – 18:15 **The Leverage of Customer Satisfaction and Client Retention**
- What is and how to measure customer satisfaction
 - The often overlooked power of customer satisfaction and client retention
 - How to exploit this for competitive advantage and financial gain

18:15 – 18:30 *Break*

18:30 – 20:00 **Reception and Investor Elevator Pitch Exercise**

DAY 2 - Tuesday, March 27 - Innovation, People and Application

08:45 – 09:00 *Welcome coffee and Networking*

09:00 – 09:45 **Team and individual work on projects with coaching from instructor**

- Applying learning to their specific context

09:45 – 10:45 **Promoting an Environment of Innovation**

- What is innovation and why is it so important
- What are current best practices
- How to create a positive environment where innovation flourishes

10:45 – 12:00 **It is All About the People**

- The critical nature of rigorous recruiting and how to get
- Department Managers to “own” these processes
- Incorporating long term company values into the performance appraisal process

12:00 – 13:45 **Lunch and Work on Projects and Final Presentation with Coaching**

13:45 – 15:45 **Presentations on Plans to Improve Operations**
Selected Attendees present to class relevant opportunities where operational challenges exist today and how they plan to address them based on a project plan with measurable milestones

15:45 – 16:00 **Wrap Up, Lessons Learned, and Presentation of Certificates**