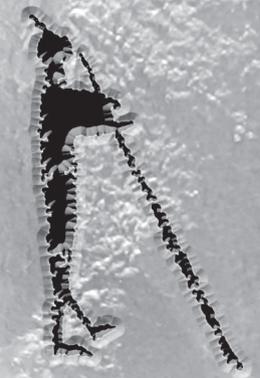




Class Session One

Course Overview, Introduction to Entrepreneurship, Mission Statement and Business Planning
Class Preparation



The Journey Begins

Slides/Overheads, Resources, Forms and Handouts

CD  **Session 1**

Session One Slides:

- Slide 1: Welcome to Indianpreneurship®
- Slide 2: Learning Objectives (pg. 1)
- Slide 3: Discussion: Jasmine's Choices (pg. 3)
- Slide 4: Bullet Points - Your Business Your Temperament, etc. (pg. 7)
- Slide 5: Bullet Points - The Business Plan: Your Story (pgs. 15 -16)
- Slide 6: Diagram: Business Plan (Fig. 6 / pg. 17)

CD **Resources, Forms and Handouts**

- Attendance Roster
- First Night Checklist
-  Registration Forms
-  Pre-Assessment Forms
- Tuition Summary
- Instructor Tips
- Ice Breakers
- Class Schedule

DVD **Movie:** Ed Edmo, Storyteller

Instruction Materials

- Flip Chart/Dry Erase Board
- Printed Handouts
- Laptop for Slides
- Projector and Screen
- DVD Player
- Audio Speakers
- Pens and Paper

1 SESSION ONE

The Journey Begins



I. Class Kick Off

Open with a Traditional Prayer, if appropriate.



Start with the “Welcome” slide while students receive an orientation of administrative details and a course introduction including,

1. Forms and tuition



Have students fill out or turn in their registration forms, collect any tuition payments. Also hand out the student Pre-Assessment Form for them to complete.

2. Instructor, staff and student introductions

Have each student introduce themselves and their tribal affiliation, if any, and what business they are planning to start.

3. Performance requirements and expectations

Discuss with the class what they think the performance requirements and expectations for students and the instructor might be. Engage students by using a flip chart and listing their responses.

4. Schedule of classes and course outline

Detail course outline and decide on the class schedule with class. Discuss what types of extra technical assistance may be available to students. This is also a good time to hand out the books.

5. Break



6. Movie option

TIP: Before going into this session’s topics, start with a profile off the DVD.

❖ ❖ ❖ ❖ ❖ **FIRST NIGHT CHECK LIST** ❖ ❖ ❖ ❖ ❖

Indianpreneurship
A Native American Business Journey into Business

Please submit attachments and forward to class Coordinator within 3 days of the first day of class.

Starting Date: _____

Ending Date: _____

❖ ❖ ❖ ❖ ❖ **REGISTRATION FORM** ❖ ❖ ❖ ❖ ❖

First Name	Tribe	Phone Number
Last Name		Work Number
Email	Mailing Address	
Web Page	City	State
	Zip	
Education Level: Less than High School <input type="checkbox"/> High School grad <input type="checkbox"/> Some college <input type="checkbox"/> Vocational Training <input type="checkbox"/> 2 Yr. Degree <input type="checkbox"/> 4 Yr. Degree <input type="checkbox"/> Masters Degree <input type="checkbox"/> PHD <input type="checkbox"/>	Ethnicity: Native American <input type="checkbox"/> Alaskan Native <input type="checkbox"/> Asian/Micronesian <input type="checkbox"/> African American <input type="checkbox"/> Caucasian <input type="checkbox"/> Hawaiian/Pacific Islander <input type="checkbox"/> Hispanic <input type="checkbox"/> Other <input type="checkbox"/>	
Disability Status: Disabled <input type="checkbox"/> If Yes, Please Describe: _____ No Disability <input type="checkbox"/>	Veteran Status: Veteran <input type="checkbox"/> Non-Veteran <input type="checkbox"/>	
Family Information: Currently Employed? Full Time <input type="checkbox"/> Part Time <input type="checkbox"/> No <input type="checkbox"/> Current Annual Family Income: \$10k-15k <input type="checkbox"/> \$15k-20k <input type="checkbox"/> \$20k-25k <input type="checkbox"/> \$25k-30k <input type="checkbox"/> \$30k-35k <input type="checkbox"/> \$40k-up <input type="checkbox"/>	# of Family Members in Household: _____ Children (under 18) in Household: _____	Public Assistance Currently Receiving: Not Applicable <input type="checkbox"/> AFS <input type="checkbox"/> OHP <input type="checkbox"/> FS <input type="checkbox"/> SSDI <input type="checkbox"/> Medicare <input type="checkbox"/> SSI <input type="checkbox"/> VRD <input type="checkbox"/> Workers Comp. <input type="checkbox"/> WIC <input type="checkbox"/> Housing <input type="checkbox"/>
Business Information: Business Name: _____ Business Address: _____ Type of Business: Retail <input type="checkbox"/> Service <input type="checkbox"/> Wholesale <input type="checkbox"/> Manufacturing <input type="checkbox"/> Construction <input type="checkbox"/> Agricultural <input type="checkbox"/> Other <input type="checkbox"/> Brief Description: _____	What is the current annual gross revenue of your business? # of Employees: (including entrepreneur) Full Time _____ Part Time _____ Woman Owned? _____%	Is Business Primary Source of Income? <input type="checkbox"/> Yes <input type="checkbox"/> No Is Business Home Based? <input type="checkbox"/> Yes <input type="checkbox"/> No Date Business Started: _____ Tax ID or SS# _____
Financing Goal: (if applicable) 1. Loan <input type="checkbox"/> Yes <input type="checkbox"/> No 2. Tribal Loan or IDA <input type="checkbox"/> Yes <input type="checkbox"/> No 3. Other _____ If yes, how much? \$ _____ Do you have or are you working on a Business Plan? <input type="checkbox"/> Yes <input type="checkbox"/> No If it is complete, when was it completed? _____	Organization: Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> LCC <input type="checkbox"/> S-Corp <input type="checkbox"/> Undecided <input type="checkbox"/>	
Other Programs Participating In: SBDC Counseling <input type="checkbox"/> 8a Certified MBE Certified <input type="checkbox"/> Hub zone <input type="checkbox"/> TANF <input type="checkbox"/> Surety Bond <input type="checkbox"/>	Referred to ONABEN or Tribal Business Service Center by: Newspaper <input type="checkbox"/> Internet <input type="checkbox"/> Word of Mouth <input type="checkbox"/> Chamber <input type="checkbox"/> SBDC <input type="checkbox"/> SBA <input type="checkbox"/> Other _____	

Registration Form - Session One



TIP: If the class seems tentative, this would be a good time to engage them in a game or ice breaker. Try one you are familiar with, or you will find a few examples on the enclosed CD. (Session 1 Handouts and Forms).



II. Session Motivation and Learning Objectives pg. 1

Take a moment to explain the purpose and objectives of today's class.

The Journey Begins

Tell the students that we will begin to explore entrepreneurship as it relates to students' preferences, skills and goals.

Learning Objectives



Review session learning objectives.

Pull-Outs

Tell the students that the curriculum was designed so that once they have done the worksheets and the Pull-Outs at the end of the chapters, they will have all the pieces that make up a business plan. More about this is discussed later in this chapter.



Class Session One

Course Overview, Introduction to Entrepreneurship, Mission Statements, and Business Planning

THE JOURNEY BEGINS

This class covers orientation of class expectations including performance requirements, overview of the course and outline, and an assignment schedule. You will also begin to explore entrepreneurship as it relates to your preferences, skills and goals.

LEARNING OBJECTIVES

- Receive an overview of the course curriculum and class expectations
- Understand what becoming an entrepreneur really means
- Develop an understanding of the relationship between personal choices, personal goals and business mission
- Understand the choices entrepreneurs face as they explore the business goals and the skills they need to be effective
- Understand the importance of business planning and learn the components of a typical business plan
- Develop the first draft of a business mission statement
- Define personal goals for business ownership and select reasonable performance goals for a business

PULL-OUTS DUE FOR NEXT CLASS

- Skills inventory (Pull-Out 1-1)
- Mission statement (Pull-Out 1-2)
- Business goals (Pull-Out 1-2)
- Bring samples of products or services to next class



Business Plan Checklist (pg. 2)

Each class session will focus on one or more aspects of an actual business plan. Tell students that the material covered in this session will help them prepare the elements of their business plan.

TIP: This may be a good time to pull out any samples of business plans that you have. Use it as a visual aid only and let the class know you'll be discussing business plans in greater detail in this session.

Each class session will focus on one or more aspects of an actual business plan. The material covered in this session will help you prepare the following elements of your business plan:

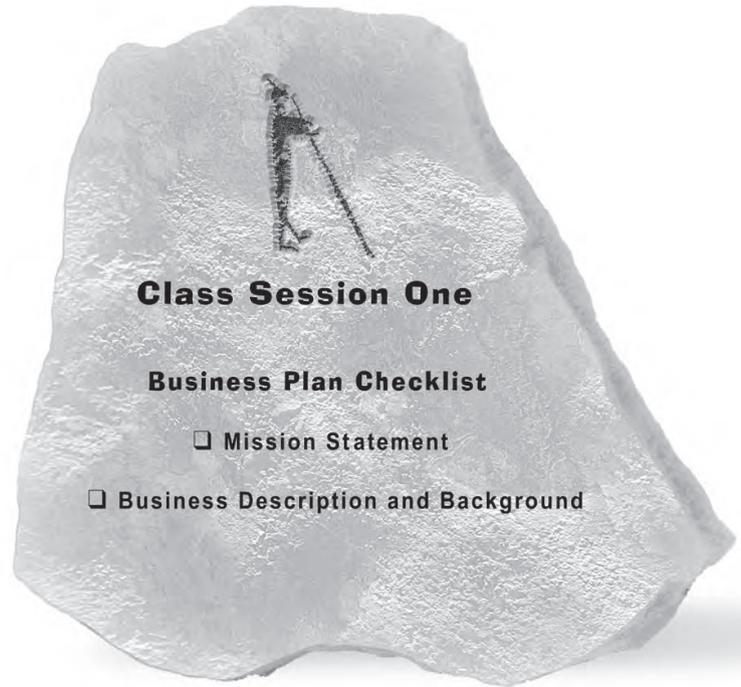


Figure 1-1: Business Plan Focus for Class Session One





TIP: Asking volunteers to read aloud may help stimulate more attention on the topics—especially if the class gets low energy. It can also help those with more audible learning styles to retain the material. If you like, bring the idea up to the class and ask for their feedback, first. Reading out loud doesn't have to be done for all of the reading, but it can be a good, mental change-up here and there!

III. Topics for Today's Session

Jasmine Considers Her Own Business (pg. 3)

Begin session by reading the lead story and answering the discussion questions. You can read it or ask for a student volunteer to read the story aloud.

Discussion Points:



1. What are some of the choices that Jasmine has to make?
2. What are some of the most important things in Jasmine's life?
3. What are the motivating reasons behind why Jasmine might want to start a business?
4. Does Jasmine have experience and knowledge to start a basket weaving retail business?

Jasmine Considers Her Own Business

Jasmine was raised on the Warm Springs Indian Reservation. Her grandmother was known as one of the finest basket weavers in the region. Jasmine's mother wasn't around much when Jasmine was growing up so she ended up staying with her grandmother most of the time. Her grandmother taught her the intricate designs, patterns and weavings for all types of baskets.

When Jasmine graduated from high school, she went to work for the tribe as a secretary and as a jailer. When the tribe opened up a casino she became a blackjack dealer. Eventually, she worked her way up to a supervisor, but she was never happy working at the casino.

When Jasmine went home at night she relaxed by working on weaving projects. People could see the care and quality in her work. They would ask her to make something for a special occasion and would trade something for it when she was done.... Eventually, Jasmine began selling her work to the museum store. As more and more people saw her work, they would order things through the museum store.

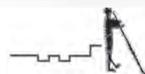
One day the museum director called Jasmine to tell her a wealthy collector wanted to pay her to make a traditional basket with a specific design to add to his collection. The museum director noticed there was a growing market for Jasmine's work. The director suggested Jasmine start a business of her own selling her work and teaching classes at the museum. There were many people, Indians and non-Indians, who wanted to learn.

Jasmine had two small children. Her husband worked in the woods and while he made good money when he was working, it was seasonal. They really needed the income from Jasmine's job at the casino.

Jasmine didn't know what to do. Could she really make enough money with her weaving to quit her job? Jasmine was not sure she wanted to take something she loved to do, something of her culture, and turn it into a business. She wondered what her grandmother would think.

DISCUSSION: JASMINE'S CHOICES

1. What are some of the choices that Jasmine has to make?
2. What are some of the most important things in Jasmine's life?
3. What are the motivating reasons behind why Jasmine might want to start a business?
4. Does Jasmine have experience and knowledge to start a basket weaving retail business?



To Be or Not to Be an Entrepreneur (pg. 4)

TIP: Point out that when starting out, the small business owner is everything from janitor to CEO, and how new business owners often reply when asked who will do the marketing, sales, bookkeeping, employee supervision, that they will “hire someone to get that done.”

Discussion Point:

Ask students to discuss,

What are the realities of the idea that new business owners can just hire people to “get a job done”?

TO BE OR NOT TO BE AN ENTREPRENEUR

Jasmine is weighing the same decisions that many of you now face. These are tough and exciting choices. This class is designed to help you explore the choices available to you as you chart a path to becoming an entrepreneur. You may also choose not to take this path. Either path can be a good choice.

The class is structured to help you examine these choices with your instructor, your fellow classmates, your family, friends and other resource people. It's an adventure! Hopefully, you will experience a business exploration where you can feel comfortable enough to take a few risks, but in a safe way. We want you to practice being an entrepreneur in class and “on paper.”

We want you to look at yourself and your choices from many different points of view. Study it. Talk about it. Ponder it. It's your idea. We want to help you find the best way to make it happen, or not.

You may decide the business idea is not feasible for any number of reasons. It may be the wrong time, it may cost too much right now, or you may decide it doesn't fit you after all. That's okay, too. That's all part of making good choices.

This chapter will help you define your goals and preferences as an entrepreneur. You may find that you want to change some of your goals based on your preferences and your strengths. You will also develop a list of potential resources to help you be the best entrepreneur you can be.

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

This class is a chance to look at yourself and your choice from many different points of view. Study it. Talk about it. Ponder it. It's your idea. We want to help you find the best way to make it happen, or not.







❖ YOUR PERSONAL VALUES ❖

Let's start with some questions. You don't have to share the answers. They are for you alone.

- What are the most important things in your life?

- What are the motivating reasons for you to want to start and own your business?

- What kind of business do you see yourself in and what are the various ways you might be able to operate this business? (Example, Jasmine could simply work out of her home, sell things on the Internet, open up a store, etc.)

- If you are successful in the business, what would that look like? What is your definition of success?

Examples: "I will be making a living doing my art and I won't have to work at jobs I dislike." Or "As a computer consultant, I will be making enough money to support my family and have enough income to buy land to build a house."



Figure 1-2: Worksheet—Personal Values
