

## BASIC package of Coaching & Consulting PROGRAM CONTENT

### Coaching – Jammi Navani

#### MODULE 1 STARTING YOUR BUSINESS

- Defining product and market niche
- Creating the business model
- Preparing the business plan
- Building the team
- Raising venture capital
- Protecting the competitive advantage
- Creating the brand identity

### Consulting - Svetlana Zikic

- Reflection and advice on<sup>1</sup> :
- Financial part of Business plan (cash flow, break-even point, revenues models.) + advice on funding options
  - Customer and competition analysis, product and brand definition

1 – optional, client select

### Coaching – Jammi Navani

#### MODULE 2 BUILDING YOUR BUSINESS

- Go to market strategy
- Customer retention strategies
- Market expansion strategies
- Management team expansion
- Employee training & development
- Initiating second stage of growth

### Consulting - Svetlana Zikic

- Reflection and advice on<sup>2</sup>
- Marketing utilization in function of building your business (improving companies' online presentations and marketing automatization)
  - Financial management and providing of additional funding

2 – optional, client select

### Coaching – Jammi Navani

#### MODULE 3 GROWING YOUR BUSINESS

- Developing competitive advantage and differentiation strategies
- Developing entrepreneurial leadership
- Broadening product portfolio and extending geographical coverage
- Developing management skills for the next growth stage

### Consulting - Svetlana Zikic

- Reflection and advice on<sup>3</sup>
- Marketing utilization in function of growing your business (improving companies' online presentations and marketing automatization)
  - Financial management and providing of additional funding

3 – optional, client select

### Coaching sessions – Jammi Navani Consulting service – Svetlana Zikic Coaching – Jammi Navani

#### MODULE 4 SUSTAINING YOUR BUSINESS

- Building a balanced business system
- Reinventing growth strategies
- Developing innovation strategies
- Developing flexibility, adaptability and agility
- Transformation from individual to system driven management

### Consulting - Svetlana Zikic

- Reflection and advice on<sup>4</sup>
- Marketing utilization in function of sustaining your business (improving companies' online presentations and marketing automatization)
  - Financial management and providing of additional funding

4- optional, client select

# Coaching objectives for Basic and Standard models

**On successful completion of this program, the participants will be able to:**

## **MODULE 1: START UP BUSINESS Coaching Objectives**

- Identify critical skill gaps and means for acquiring the same
- Transform the entrepreneurial vision into a tangible commercial venture
- Develop a sustainable business model and formulate a detailed business plan with milestone charts
- Initiate the ground work for raising capital
- Develop the brand personality

## **MODULE 2: BUILDING stage Coaching Objectives**

- Enable a smooth transition from an incubation phase into the real market world
- Develop a clear and realistic market and customer oriented business strategy
- Develop complementary marketing partnerships
- Establish management systems enabling better control, transparency and customer relationships
- Optimize, by reorganizing operations to ready for the next level of growth

### **MODULE 3: GROWTH stage Coaching Objectives**

- Define new target markets, competitive and positioning strategies
- Expand and train the management and marketing team
- Create an organization wide growth mindset
- Shift from a traditional management style to management by objectives
- Manage the product and market portfolio

### **MODULE 4: SUSTAINING YOUR BUSINESS: Coaching Objectives**

- Establish a professional management culture
- Explore and evaluate new routes for future growth
- Develop a balanced business system
- Reinvent growth, competition and differentiation strategies
- Explore opportunities for strategic and complementary partnerships for expansion
- Bottom up planning for the future, redefining strategic focus, reinventing the business model, enabling continuous growth and innovation

**Coaching Duration for BASIC Module:** 6 sessions of 1 hour online coaching

### **Consulting Outcomes**

Written recommendations on 2-3 pages and 1 hour of Skype or Zoom advice call.

**Who can attend**

- Business owners
- Start-ups
- Entrepreneurs
- Someone who wants to start a new business
- Someone interested in startup raising VC funding
- Start-ups mentors
- Private investors, Business Angels or representatives of other finance providers