



Licensing Information – 90 Day BizSuccess Program From Jennifer Britton and Potentials Realized

The 90 Day Biz Success program is designed as a 3 month business development program for new and seasoned business owners who are eager to focus and take action on key areas of their business. It can be delivered in both in-person and phone based environments.

The focus in the 90 Day BizSuccess program is to provide business owners with structured exercises to explore and take action on key parts of their business growth. The program, with support components provide business owners with practical tools, and bi-weekly sessions create action and accountability for key business goals.

Format:

The 90 Day Biz Success program includes:

- 7 sessions designed as x 60-75 minute calls or in person modules,
- 7 written participant notes or written modules for participants,
- 36 E-Biz Tips slated for email delivery to participants three times a week,
- and a final group follow up call one month after to check in on results, successes and challenges .

Coaches have the option of holding regular 1-1 coaching calls with participants.

The Curriculum:

Session #1 – Creating Your Business Roadmap – Welcome and Introductions, Creating a Vision, Action Planning, SWOT, Session Wrap up and Action Plan, Weekly Assignment

Session #2 – Your Business RoadMap Part 2

- Revisiting your Business Vision
- Creating A Vision Timeline
- Overview of the BizSuccess Model – What you are good at, What you are passionate about and What the Market Needs
- Exploring Your Strengths: What You are Good At
- Exploring What You are Passionate About

- Assignment

Session/Module #3 – Your Business RoadMap Part 3

- Limiting Beliefs
- Business Values and Principles
- Your Niche
- Your Relationship Web
- Assignment??

Session/Module #4 - Marketing Success #1

- Knowing Your client
- Explore the Ps of Marketing
- Explore common promotional strategies
- Identify areas for further market research
- Draft your marketing plan for the next year
- Weekly Assignment

Session/Module #5 – Social Media, Marketing Strategy and Budgets

- Explore several realms of social media
- Tips to leverage your business relationships
- Developing a budget for your business (Sent as a separate Excel File)
- Assignment

Session/Module #6 – Taking Stock

- Essential business systems to keep things on stream
- Looking ahead – taking stock and creating momentum

Session/Module #7 – Celebration

Licensing includes:

The 90 Day Biz Success program includes:

- Content for 7 x 60-75 minute calls or in-person sessions;
- 7 written modules/participant notes;
- Content for 36 E-Biz Tips. The BizTips are designed to be delivered to participants three times a week. Licensees will be responsible for sending these out using their own platform;
- Facilitator Resources:
 - Overall Agenda an Timeline with key suggestions for coaches/facilitators to use
 - Individual (1-1) Coaching Sheet – potential questions which you may want to ask
 - FAQ (Frequently Asked Questions) for Learners
 - Tips for Making Your Program Smooth
 - Program Checklist

- Sample Registration Form

Cost for Licensing:

\$450 US or CANADIAN (plus HST)

The cost for licensing enables you to roll out the program **as is** to your own groups (in person or virtually).

Who has designed the program:

The program has been designed by Jennifer Britton, a coach and former Business Faculty member. Jennifer is the author of Effective Group Coaching, the first book published globally on group coaching issues. In the 90 Day BizSuccess program, Jennifer brings together many of the core tools and exercises she has used with entrepreneurs and business students, in a group coaching context.

Jennifer has worked in the area of program design and management since 1988, working with, and rolling out programs in over 20 countries globally with thousands of participants over the years.

You can learn more about Jennifer at her company's website

<http://www.potentialsrealized.com> or www.groupcoachingessentials.com. Jennifer was originally trained and certified as a Coach by CTI and is a CPCC, and is a Professional Certified Coach with the ICF. She also is a Certified Human Resource Professional and Certified Performance Technologist.

Other Programs Available from Jennifer:

- The Your Balanced Life™ Virtual Retreat
- 90 Day Your Balanced Life™ Group Coaching program will be available for licensing starting in late 2010.
- Materials from ReadyToRollOut.com (Workbook licenses for up to 100 persons)
Topics include: **Time Management and Personal Productivity, Strategies for Change Management, Should I Stay or Should I Go? (Career Transition), Managing Up, Networking Essentials**

To order:

Contact Jennifer Directly at (416) 996-8326 or by email at info@potentialsrealized.com