



28 Day Launch Pad to Entrepreneurship – PABS2159 (Oct), PABS 2520 (Apr)

Do you have a dream of working for yourself? Is your dream job one that you create yourself? Perhaps you have a passion or talent that you'd like to turn into a business, but feel unsure of where to start. You might have several possible ideas floating in your head, but you're not sure where to focus attention or how to choose and get started on the "best" one. Or you might already be doing something you love "on the side," and are wondering whether it might become your full-time job. Perhaps you simply want the autonomy and control over your own destiny that comes from working for yourself, and want to explore your options.

Launching your own business need not be expensive or complicated. The 28-day Launch Pad to Entrepreneurship will guide you through a series of exercises that, step-by-step, will help you focus your business idea and turn it into reality without a hefty investment of money, just your time. You will meet on-line and in person with a group of people, like yourself, who want to launch businesses and you will be guided by facilitators who understand successful entrepreneurship from the inside out.

Who Should Attend?

- Anyone with an entrepreneurial dream, who is prepared to start doing the work to make it a reality

Topics:

- Figuring out what precisely you are offering, and communicating it to others
- Finding your clients and drawing them to your business
- Pricing and selling—even if selling makes you cringe
- Getting the money you need to start, and making what you need to keep going
- Figuring out what to do when—planning your days, weeks, and years
- Figuring out when to stay put—and when to leave—your day job

Learning Outcomes:

- Make smarter decisions about what opportunity to pursue and when to do it
- Provide you with the fundamental skills to increase your odds of success (if specific skills are needed, they would be opportunity assessment, sales and market, time management and strategy, financing, budgeting, simple accounting and breakeven analysis)
- Approach entrepreneurship not just as a business decision but as a life decision
- Feel motivated and supported in taking the courageous step to pursue your entrepreneurial dream

Facilitators: **Amy Zidulka** is a core faculty member at Royal Roads University and the founder of Career Architect, a career-transition coaching business. As a faculty member, she teaches classes in Communication and Problem Solving and from 2006-2009 she headed up the redesign of the RRU MBA. She holds degrees in Architecture and English Literature, and is a life coach and facilitator of instructional skills workshops. Before coming to Royal Roads, she spent ten years working as a professional artist. Before coming to Royal Roads University as a core faculty member where he teaches the MBA course in entrepreneurship and global issues for managers courses, **Dennis Ray** was the Burgoyne Rotating Chair in Entrepreneurship at Brock University, the 3M Chair of Global Strategy & Management at the University of St. Thomas, and the Hall-Fulbright Distinguished Professor of Entrepreneurship in Bulgaria and Romania. He was also the founding director of the Global Business Accelerator, a spin-off of the Austin Technology Incubator at the University of Texas at Austin, the lead consulting for creating the first angel investor network in New Zealand, and a consultant for the development of a software city in Vietnam. He has taught

entrepreneurship since 1987 in half a dozen countries and his field research has focused on overseas Chinese entrepreneurs in Southeast Asia, venture capital in Asia, internationalization entrepreneurship, and entrepreneurship education worldwide.

Length: 28 days online & f2f

Dates: on campus Mon, Oct 31, Nov 7, 14, 21, 28, 2011 or Tues, Apr 3, 10, 17, 24 & May 1, 2012

Times: online portion asynchronous, on campus – Monday evenings – 7pm – 9pm

Cost: \$135 + applicable taxes

Best to Register By: Mon, Oct 17, 2011 or Tues, Mar 19, 2012

To Register:

Register online at **<http://www.royalroads.ca/continuing-studies>** using Visa or MasterCard; or by telephone, Monday to Friday, 9:00 a.m. – 4:00 p.m. at **250-391-2600, ext. 4801**; or **Toll Free at 1-866-890-0220**. Or, come by in person to the Continuing Studies reception area in the **Grant Building, 2005 Sooke Road, Victoria, BC, Canada V9B 5Y2**.

