



Florida Sterling Council

Sterling Small Business Blueprint – Limited Space Available

Workshop #1 – Building the Business Profile - 3 hours

(Workshop #1 - #4 Package Cost \$499 for CEO and one additional person)

- Create a snapshot of your business through the Business Profile
- Identify initial strengths and gaps in the way your business operates
- Preview Blueprint questions for Leadership

What you learn...	What you get...
<ul style="list-style-type: none"> • What are indicators of excellent performance • Your key success factors Where your business works well and what is missing • How to determine where to focus your initial efforts 	<ul style="list-style-type: none"> • An overall profile of your business and several ways to use it • Coaching on next steps for improvement • Sample profiles from national award winning small businesses • Tool to define, confirm, or revise vision, mission, values • PDCA improvement tool

Workshop #2 – Building the Foundation - 3 hours

- Pre-work – completed Leadership questions
- Define and connect leadership, customers, and where you want your business to go
- Preview questions about data and information
- Identify strengths and gaps, and rank importance

What you learn...	What you get...
<ul style="list-style-type: none"> • How connecting leaders, customers, and plans drives your future growth • Where your business works well and what is missing • How to determine where to focus your initial efforts • How to get feedback from your customers and use it effectively 	<ul style="list-style-type: none"> • An overall outline of your management system in these areas • Coaching on next steps for improvement • Sample customer group template • Sample customer satisfaction surveys • SWOT tool

Workshop #3 – Building the Work Environment – 3 hours

- Pre-work – completed Data and Information questions
- Define how the work gets done in your business through connecting your employees and the operations they perform
- Identify strengths and gaps, and rank importance

What you learn...	What you get...
<ul style="list-style-type: none">• How to connect people, processes, and measures to drive efficiency and effectiveness• Where your business works well and what is missing• How to determine where to focus your initial efforts• How to get feedback from your employees and use it effectively	<ul style="list-style-type: none">• An overall outline of your management system in these areas• Coaching on next steps for improvement• Sample employee chart• Sample employee satisfaction surveys• Sample problem solving tool• Sample reward & recognition programs

Workshop #4 – Building the Business Improvement Plan – 3 hours

- Pre-work – Add to your answers and copy, fax, or email your completed Blueprint questions and summary sheet to Sterling for final review
- Sterling will prepare a list of recommendations to use in building your plan
- Create goals, actions, and tracking mechanisms for your plan, as well as execution ideas

What you learn...	What you get...
<ul style="list-style-type: none">• How to create a short and longer-term business improvement plan with actions and measurements• How different styles, templates, and measures may be adapted for different industries• How to use the planning templates	<ul style="list-style-type: none">• Jump drive with templates and tools• Sample Business Improvement Plans• Individual recommendations and coaching• Your draft of a Business Improvement Plan to guide your actions• A network of business professionals who are continually improving and growing their businesses

Recognition – 4 Levels

- Certificate of Participation, Certificate of Completion, Blueprint Graduate, Blueprint Post-Graduate Mentor