

Table of Contents

Chapter 1. Surveying the Site. Understanding Entrepreneurship

- Activity 1 – Your Sketch File
- Activity 2 – You’re On the Clock
- Activity 3 – Get to Know an Entrepreneur
- Activity 4 – Understand Your Entrepreneurial Characteristics
- Activity 5 – Rewards are Great for Entrepreneurs!
- Activity 6 – Virtual Entrepreneur Scavenger Hunt

Chapter 2. Building a Dream with Ideas and Action. Concept Development, Creativity and Innovation

- Activity 1 – Inspiration – Innovation in Primitive Places
 - Jungle Bridge Building
 - Light It Up
- Activity 2 – State the Problem
- Activity 3 – A Look Back in Time
 - Problems and Solutions
 - Background Check
- Activity 4 – Create a Culture
 - Serving Others
 - Idea Generator
- Activity 5 – It’s a _____, But It Could be a _____.
- Activity 6 – Innovation Station

Chapter 3. Designing a Dream. Company Description

- Activity 1 – Dream It!
- Activity 2 – Describe It!
- Activity 3 – Define It!
- Activity 4 - Distinguish It!

Chapter 4. Make it Your Mission. Writing a Mission Statement

- Activity 1 – Making a Name for Yourself
- Activity 2 – Explore the Mission
- Activity 3 – What’s Your Mission?
- Activity 4 – Writing Your Mission Statement

Chapter 5. Plans, Tools and the Fix. Analyzing Yourself, Your Business Idea, and the Community

- Activity 1 – Brainstorming Your Business Idea**
- Activity 2 – Do You Have the Right Tools?**
 - SWIPE**
 - Resume**
- Activity 3 – I Have the Tools...But Will They Fix a Need?**

Chapter 6. Are You Holding a Winning Hand? Looking at Risks, Rewards and Goals

- Activity 1 – Risks and Rewards of Entrepreneurship**
- Activity 2 – SMART Goals**
- Activity 3 – How Do Entrepreneurs Handle Risks?**

Chapter 7. Surveying the Foundation. Answering Questions...Is Your Business Idea Feasible?

- Activity 1 – Surveying the Foundation**

Chapter 8. If I Build It, Will They Come? Feasibility Analysis

- Activity 1 – Surveying the Landscape**
- Activity 2 – Surveying the Population**

Chapter 9. Developing the Blueprint for Your Customers and Competitors. Customer/competitor analysis.

- Activity 1 – Industry Analysis**
- Activity 2 – The Good, The Bad, and The Missing: Competitive Analysis**
- Activity 3 – What Will They Look Like?**

Chapter 10. Going Global – Understanding the Global Marketplace

- Activity 1 – Any New Construction Project Must First Start with a “Plan”**
- Activity 2 – Every Potential Customer is Unique**
- Activity 3 – How Do We Get Our Products and Materials from Here to There?**

Chapter 11. It Takes Time to Make Money. Establishing Your Marketing Plan

- Activity 1 – Getting the Word Out**
- Activity 2 – Getting the Product Out**

Chapter 12. The Who? And The How? Creating the Organizational Plan

- Activity 1 – “I-Beams” and Other Structures**
- Activity 2 – What Hats Will You Wear?**
- Activity 3 – Who’s the Boss?**
- Activity 4 – Who’s on the Job Site?**
- Activity 5 – Forms, Forms, Forms**

Chapter 13. The Construction Crew. Creating the Policy and Procedures Plan

- Activity 1 – Finding the Crew**
- Activity 2 – The Interview Process**
- Activity 3 – I’ve Hired Someone, Now What?**
- Activity 4 – No Time to Miss the Inspection**
- Activity 5 – A Happy Crew is a Top Performing Crew**
- Activity 6 – Following the Blueprint**

Chapter 14. On the Job Site. Preparing the Operational Business Plan

- Activity 1 – Pouring the Foundation**
- Activity 2 – Tools of the Trade**
- Activity 3 – Budget for the Project**
- Activity 4 – Time Management**
 - The Timeline**
 - Business Hours**
- Activity 5 – Mapping the Supply Chain**
- Activity 6 – Disaster Protection**
- Activity 7 – Let’s Make Sure the “Structure” is Solid**
- Activity 8 – Preparing the Operational Plan for the Sketch File**

Chapter 15. Your Client aka The Customer. Developing Customer Service Guidelines

- Activity 1 – Don’t Forget Your Client**
- Activity 2 – Phone Etiquette**
- Activity 3 – Focus on Your Customer**
- Activity 4 – A, B, and C Customers**
- Activity 5 – Closing the Sale**
- Activity 6 – Customer Retention**
- Activity 7 – Guidelines**

Chapter 16. Making the Top Ten. Product/Service Plan

- Activity 1 – Products and Services Specs**
- Activity 2 – The Extra Value Plan**
- Activity 3 – Assessing the Competition**

Chapter 17. The Balance Sheet: A Valuation of the Business.

- Activity 1 – The Balance Sheet A Valuation of the Business -- Proprietorships**
- Activity 2 – The Balance Sheet A Valuation of the Business -- Partnerships**
- Activity 3 – The Balance Sheet A Valuation of the Business – Corporations+**

Chapter 18. Breakeven: The Foundation of Financials

- Activity 1 – Cost Conscious**
- Activity 2 – Is Break-Even the Same for Everybody?**
- Activity 3 – Sorting Information and Setting Goals**

Chapter 19. All I Need is Money. Capital Required Statement

- Activity 1 – Roughing-In the Business Start-Up**

Chapter 20. Avoiding Construction Delays. Cash Flow Statement

- Activity 1 – Avoiding Delays and Meeting Goals in Your Life**
- Activity 2 – Avoiding Delays and Meeting Goals for Your Business**

Chapter 21. The Site Progress Tour. The Income Statement

- Activity 1 – Projecting Progress with an Income Statement - Proprietorships**
- Activity 2 – Projecting Progress with an Income Statement - Partnerships**
- Activity 3 – Projecting Progress with an Income Statement - Corporations**

Chapter 22. Know When to Hold ‘Em. When and How to Expand a Business Venture

- Activity 1 – I Haven’t Even Started and I Have to Think About Remodeling?**
- Activity 2 – What’s in a Name?**

Chapter 23. Know When to Walk Away. When and How to Transfer a Business Venture.

- Activity 1 – Hot Potato**
- Activity 2 – Timing is Everything!**

Chapter 24. Know When to Fold ‘Em. Deciding to Terminate the Business Venture.

- Activity 1 – Leaving the Job Site**

Chapter 25. What is Done First is Done Last. Completing the Business Plan – The Executive Summary

- Activity 1 – The Executive Summary**
- Activity 2 – Dressing Up the Plan**
- Activity 3 – The Supporting Cast**