

The FOCUS FrameworkSM and CORESM Business SystemSM Program Curriculum by Client Type

All programs follow a Learn-Do-Act Method. Clients learn the materials and apply the concepts to their business. Depending on the course, participants will follow a guided process to use information learned to make key decisions about their business. These decisions are translated into a working, living business plan and related documents including forms, applications, and other creation or redesign elements. These courses include assignments to be completed before moving to the next step, homework, and field work related to market research and other critical elements of building and growing successful organizations.

Courses	FOR PROFITS					Non-Profit and Faith-based			
	New Business – First Time Business Owner	New Business – Have Previously Owned a Business	Existing Business – In Growth Mode	Existing Business – Struggling	Existing Business – Static	New NFP/FB – First Time Starting a NFP/FB	New NFP/FB – Previous Experience	Existing NFP/FB – Growth Mode	Existing NFP/FP – Struggling/Static
Business ESL	Pre-requisite for all ESLs without demonstrable business language skills.								
Business Literacy	The ability to understand and effectively use terminology and concepts related to key functions of business. There are nine (9) core competencies: finance/accounting/tax, marketing/brand/advertising, business development and sales, operations and production, human resources (payroll, performance, recruiting and retention), legal (general, IP, contract, etc.), procurement, IT, insurance/risk/governance, and customer relationships.					Non-profit and faith-based organizations have # additional competencies: fiduciary roles and responsibilities, non-profit compliance and governance, donor and sponsor relationships, community relationships, mission, and government regulations (IRS and state restrictions and requirements for maintaining NFP status).			
Into Business?	What does it mean to own a business? What are the personal, professional, financial, liability, and other impacts of starting, buying, owning, running, and growing a business?					Non-profits are mission focused and are not owned by anyone. What do you need to consider when starting a non-profit? What is the process? What do you need to consider now and in the long-term?			
Out of the Cubicle and Into Business (Book)	Workbook – Ask yourself these questions before you start a business. Supplements the Into Business Course.								
Goals!	Goal Setting: Personal, Professional, and Business					Goal Setting: Personal, Professional, and Business			
Make the Transition SM	While you are starting your business, will you continue to work? How will you fund your business start-up? What does it mean to go from employee to business owner? What don't you know, you don't know?					Non-profits are for-profit for a purpose. You must make money to serve your clients and fulfill your mission. How do non-profits and faith-based organizations differ from for-profits? What are the implications of those differences? How comfortable are you asking for money? Managing money? What do you need to know about NFP requirements imposed by the IRS and other regulators?			
The FOCUS Framework SM	The FOCUS Framework provides the context for starting and growing successful organizations. Utilizing the CORE Business System elements, The FOCUS Framework provides users with the ability to move from concept to customer and profitability by defining the business from the big picture to the operational and financial details.								
CORE Value SM	CORE Value consists of four elements: Viability (Market Opportunity and Potential of the Solution), Capability (Operational and Business ability to deliver the Solution), Credibility (Why the customer will buy your solution from you at a profit), and Visibility (How you connect with and get the customer). This provides the big picture framework for designing, building, and running the business.								

CORE Genesis SM	CORE Genesis focuses on the defining: Concept, Opportunity, Resources, and Entity. Who do you serve? What is your solution? Why would they want to buy from you? What resources and how many do you need? How is your Entity defined- legal and tax structures, business model, and revenue model?				
Into Business Step-by-Step SM	A guided process to setup the business – includes check lists, templates, and explanations of each element and requirements.		Includes the elements of the for-profit setup plus Form 1023 guide and checklist.		
CORE Growth SM	CORE Growth defines the Customer, Operations, Results, and Execution elements of being in business. Who do you serve and how? How do you generate/produce the goods, services, and technology that is your solution? What results do you generate for your customers and your business? How do you execute and keep the promises to the customer, employees, vendors, and other stakeholders?				
CORE START SM	CORE START provides the connections between your CORE Genesis and Growth elements: Strategy, Targets, Alignment, Roles, and Tactics.				
CORE Mastermind SM	CORE Mastermind introduces participants to peer group advisory boards. The in-person and virtual groups provide business owners with peers who understand and support them with experience, expertise, and ability to talk through challenges in a confidential group. The initial mastermind groups are formed from program participants and mentor organizations. The groups are facilitated and free for program participants for up to two years. Participant fees after two years may be waived or funded by sponsors and donors. Participants also learn about other mastermind group concepts and how to build mastermind level relationships beyond the program groups.				
CORE PACES SM	CORE PACES guides participants through development of a funding strategy and plan. The key elements are: Pre-campaign Planning, Audience Targeting, Campaign Development, Execution, and Structure to support fundraising and communication with funder post-funding. Funding options covered include: bank lending, alternative lending, crowdfunding (regulated and non-regulated (donor, pre-sale, etc.), and debt/equity investors (angels, venture, private, etc.).				
CORE MAGNIFY SM	CORE MAGNIFY is an enhancement program for B-Corporations, non-profits, and faith-based organizations that focuses on: Mission, Audience, Goals, Needs, Impact, Funding, Yield. From founding to the yield (product or outcome produced), these organizations are public benefit focused. As a result, the organizational structures and processes must be interwoven with fiduciary and governance that keeps the mission in the forefront.				
CORE CPR SM	CORE CPR is an intervention program with the first goal of halting the decline and preserving resources that can be used to revive the business. Initial focus in on Cash, Profitability, and Revenues. This course requires extensive analysis of the organizations financial results and current client base, operations, and marketing/sales processes.				
Enhancements					
Social Media for Business Owners	Workbook		Workbook		
CRMs	Checklist for assessing and selecting CRMs based on function, cost, and other benefits.				
Powerful Connections					
Understanding Online Business Must Haves – SaaS, Websites, Social Media, Virtual Meetings, and More					

IT Security		
Understanding Intellectual Property		
LinkedIn		
Finance and Accounting for Business Owners	<p>Book and Course using the book.</p> <p>Accounting QuickStart Guide: The Simplified Beginner's Guide to Financial & Managerial Accounting For Students, Business Owners and Finance Professionals https://smile.amazon.com/Accounting-QuickStart-Guide-Simplified-Professionals/dp/1945051795/ref=sr_1_8?crid=U1H31VVG5BNF&dchild=1&keywords=finance+and+accounting+for+nonfinancial+managers&qid=1599834881&srefix=finance+and+accounting+for%2Caps%2C169&sr=8-8</p> <p>Finance For Nonfinancial Managers: Finance Beginner's Handbook, Finance for Non-financial Managers, Finance for Dummies (Accounting & Finance Book 1) https://smile.amazon.com/Finance-Nonfinancial-Managers-Non-financial-Accounting-ebook/dp/B013XTBECM/ref=sr_1_10?crid=U1H31VVG5BNF&dchild=1&keywords=finance+and+accounting+for+nonfinancial+managers&qid=1599834881&srefix=finance+and+accounting+for%2Caps%2C169&sr=8-10</p> <p>Accounting for Small Business Owners https://smile.amazon.com/Accounting-Small-Business-Owners-Tycho/dp/1623155363/ref=sr_1_3?dchild=1&keywords=finance+and+accounting+for+business+owners&qid=1599835102&sr=8-3</p> <p>Taxes: For Small Businesses QuickStart Guide - Understanding Taxes For Your Sole Proprietorship, Startup, & LLC https://smile.amazon.com/Taxes-Businesses-QuickStart-Understanding-Proprietorship/dp/0996366776/ref=sr_1_9?dchild=1&keywords=finance+and+accounting+for+business+owners&qid=1599835132&sr=8-9</p>	
Finance and Accounting for Non-Profit/Faith-based Organizations		<p>The Budget-Building Book for Nonprofits: A Step-by-Step Guide for Managers and Boards (The Jossey-Bass Nonprofit Guidebook Series 5) https://smile.amazon.com/Budget-Building-Book-Nonprofits-Step-Step-ebook/dp/B008NBZ788/ref=sr_1_3?crid=U1H31VVG5BNF&dchild=1&keywords=finance+and+accounting+for+nonfinancial+managers&qid=159834933&srefix=finance+and+accounting+for%2Caps%2C169&sr=8-3</p>

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Business ESL	Pre-requisite for all ESLs without demonstrable business language skills.								
Business Literacy	Required	Recommended	Optional	Required	Recommended	Required	Recommended	Optional	Recommended
Into Business?	Required	Recommended				Required	Required		
OTC	Required	Optional				Recommended	Optional		
Make the Transition	Required	Recommended	Optional	Optional	Optional	Required	Recommended	Optional	Optional
The FOCUS Framework	Required	Required	Required	Required	Required	Required	Required	Required	Required
CORE Value	Required	Required	Required	Required	Required	Required	Required	Required	Required
CORE Genesis	Required	Required	Recommended	Required	Required	Required	Required	Recommended	Required
Into Business Step-by-Step	Required	Required				Required	Required		
CORE Growth	Required	Required	Required	Required	Required	Required	Required	Required	Required
CORE START	Required	Required	Required	Required	Required	Required	Required	Required	Required
CORE Mastermind	Required	Required	Required	Required	Required	Required	Required	Required	Required
CORE PACES	Required	Required	Required	Required	Required	Required	Required	Required	Required
CORE Magnify						Required	Required	Required	Required
CORE CPR				Required					Required
Enhancements									
Social Media for Business Owners	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended
CRMs	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended
Powerful Connections	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended
Understanding Online Business Must Haves – SaaS, Websites, Social Media, Virtual Meetings, and More	Required	Required	Required	Required	Required	Required	Required	Required	Required
IT Security	Required	Required	Required	Required	Required	Required	Required	Required	Required
Understanding Intellectual Property	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended
LinkedIn	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended	Recommended