

Number	Title	Quick Summary	Slides
8.0402011	Seven Business Principles Presentation	Seven business principles need to be the foundation for every business.	28
8.0403011	Business Plans versus Planning a Business Presentation	Business Plans are a document while Planning a Business is an Activity.	45
8.040302	Three Questions to Answer	Ask others for their objective opinions about your idea and potential customer acceptance.	32
8.040303	Avoidable Gotchas Presentation	Think of these issues as a checklist of what not to do.	28
8.040304	Who Should Do What, When Presentation	Defining the required activities by business and revenue stages is the key in developing a realistic business plan.	35
8.040305	Early Stage Pitfalls	Continually review a list of pitfalls that others have made to avoid them.	12
8.040309	Artists in Business	Entrepreneurs that are artists or subject matter experts face unique challenges, get help!.	49
8.040312	Your Transition from Entrepreneur to CEO	Entrepreneurs have ideas and visions; Chief Everything Officers and Chief Expansion Officers make them real.	38
8.040407	Negative Thinking to Avoid Negative Results	We have to expect the unexpected; someone always seems to know --ask them.	33
8.040501	Your Message: Less is More	Create your messages on what you want your audience to understand and remember.	40
8.040502	Force Multiplication Through Partnering	Developing mutually beneficial partnerships is essential to businesses of every size.	53
8.040505	It's all about Revenue	Continual, profitable revenue growth requires careful planning and execution.	47
8.040506	Re-Imagine Your Business	Define who you are by your actions, not your words. Involve everyone in the company.	48
8.040509	Three Most Important Numbers	There many key performance indicators that can be measured, three stand out	16
8.040802	Funding Alternatives	Developing a funding roadmap, considering all alternatives is well worth the effort.	38
8.040803	Inside the Head of Investors	Understanding the thought process and goals is critical to receive funding from investors.	70
8.040804	Early Stage Investor Questions	An investor pitch should be a summary of the details that address obvious investor questions.	28
8.040805	Investor Pitch Realities	It is extremely difficult to raise money without referenceable, paying customers.	15
8.040313	Three Levels of Discovery	Customer Discovery is the most important activity for all entrepreneurs	68
8.040902	Topics for Discussion	Unlike other presentations, this tool is intended to start group discussions.	16
8.040311	Three Entrepreneur Fatal Flaws	Focus on listening, being willing to pivot, and work on the business above all else.	19

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8.040503	Sales Strategies: Myths and Insights	A rigid, robotic approach to sales does not work. Sales adaptability is key.	35
8.040504	Selling: It's all about Matching First	There is a "triple-availability" problem that must be solved for a sale to take place.	
8.041101	Tiny Goals for Maximum Results Presentation	Divide major tasks into bite-size pieces to better monitor overall progress.	
8.041104	Navigating Thru Uncharted Waters	During unsettling times, it is essential to think through the current situation and plan accordingly.	
8.040306	Putting Your EMBA to the Test: Starting a Business	With some additional areas of study, EBAs are uniquely qualified to start their own business.	
8.040307	The Entrepreneur's Journey	An overview on entrepreneurship for high school students.	
8.040308	Conserving Your Most Precious Asset	Rail Diagrams can help you conserve your most precious resource: Your Time.	
8.040310	Ten Triplets to Think About	Keep a handy-dandy list of critical items and refer to it regularly to stay on track.	
8.040401	Guidance from Gurus Part 1	Learning from others is probably the most important attribute that one can have.	
8.040402	Guidance from Gurus Part 2	Learning from others is probably the most important attribute that one can have.	
8.040403	Guidance from Gurus Part 3	Learning from others is probably the most important attribute that one can have.	
8.040404	Management by Objectives: Incentive-Based Compensation	Develop specific goals and metrics to help ensure stakeholders are motivated.	
8.040405	Sales Compensation Presentation	Developing a fair and equitable sales compensation plan must consider many factors.	
8.040406	First 100 Days	The first 100 days after stepping in as the new CxO sets the long-term success pattern.	
8.040507	Who is Your Customer	One must consider many factors to determine who the target customers are.	
8.040508	Three Forecasting Mistakes	Forecast sales events that have successfully moved through the process.	
8.040801	Where Are You Spending Your Time	Customer revenue is a far better way to raise money than a fancy slide deck.	
8.040901	Landing a Job	Proper planning and execution are imperative in securing a new position.	
8.041001	Startup Insights Forum Overview	Share and solicit opinions in an informal atmosphere from others to avoid costly mistakes.	
8.041002	SI Forum: Company Focus	The lack of market focus is probably the number one reason that startups fail.	
8.041003	SI Forum: Internal Issues	Ignoring day-to-day and growing pain details are always a threat to long-term success.	

Number	Title	Quick Summary	Slides
8.041004	SI Forum: Investor Considerations	Pursuing financial investors most likely is a bad idea for entrepreneurs.	
8.041005	SI Forum: Sales and Revenue	Revenue is the wonder drug; it fixes almost everything. Focus on it accordingly.	
8.041006	One Million Cups Presenter Questions	To show an understanding of their business, presenters need to answer three core questions.	
8.041102	Elevator Pitches Should Work in 2 Story Buildings (LLOL)	Less is More: Give your audience bite-size pieces of information about your business.	
8.041103	David and Goliath Business Partners (LLOL)	Working with established partners than compliment your company is a key to success.	