



## Growing a Business

### Cisco Entrepreneur Institute

Based on the experience of the iExecutive Education Program developed by the Cisco® Internet Business Solutions Group, and on Cisco's reputation as a leader in the use of Internet business solutions, Cisco created the Cisco Entrepreneur Institute to address the competency gaps that inhibit individuals, businesses, and governments from fully participating in the global networked economy.

### Growing a Business Workshop

The Growing a Business workshop is a practical, comprehensive business course on how to successfully grow a business. It is designed to empower small to medium-sized business entrepreneurs to expand their business by equipping them with the necessary knowledge, resources, and networking opportunities. Successful business ownership requires not only starting a business correctly, but also continually seeking ways to upgrade and expand, whether this involves re-organization, outsourcing, franchising, merging, or forming partnerships. Analyzing your market and revising your business plan pulls various components together to grow your business.

The workshop consists of leader-led instruction, small group work, and on-line learning.

### Expected Outcomes

When participants complete the Growing a Business workshop, they should be able to:

- Assess global trends and determine opportunities
- Develop a mission statement and develop a continuation plan
- Describe essential leadership qualities and personality traits for an entrepreneur
- Describe how to work positively with employees and customers
- Explain how to generate a product/service idea and develop it
- Describe types of business risks and how to assess them
- Describe how to effectively use technology for business purposes
- Explain methods of generating a product/service idea and determining its feasibility
- Describe market strategies and planning

- Conduct a SWOT analysis
- Conduct competitive analysis and break-even analysis
- Analyze cash-flow patterns and interpret financial statements
- Explain how to track performance of a business plan
- Plan a budget for short, medium, and long terms
- Determine financing necessary to sustain and expand a business
- Explain the nature of business records
- Develop a personnel organizational plan
- Exhibit leadership skills and encourage team building
- Establish operating procedures and plan business layout
- Optimize supply chain solutions to meet the business plan

### Audience

The Growing a Business workshop is designed for entrepreneurs who own and operate a small to medium-sized business.

### Hours

The entire curriculum takes about 35-40 hours to complete.

### Course Outline

- 1 Growth and Expansion
- 2 Leadership for Growth
- 3 Business Innovations, Opportunities, and Risk
- 4 Feasibility Analysis
- 5 Strategic Alignment Plan
- 6 Budget Forecasting
- 7 Organizational Change Management
- 8 Operational and Expansion Management



Americas Headquarters  
Cisco Systems, Inc.  
San Jose, CA

Asia Pacific Headquarters  
Cisco Systems (USA) Pte. Ltd.  
Singapore

Europe Headquarters  
Cisco Systems International BV  
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

CCDE, CCENT, Cisco Eos, Cisco Lumin, Cisco Nexus, Cisco StadiumVision, the Cisco logo, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn is a service mark; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0805R)