

# DreamMaker Outline

I Personal Story   Community Impact		02/15/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
Values, Principles, and Community Impact What are your values? What are your principles? How to use those values and principles to guide decisions as you grow How will you impact your community and how will it impact you?	90	Jodi Rhone Andy Haning-Brown	Social impact and relevance	
Time Management, Leadership, and Finding a Trusted Network What do you want your life to look like? How to value your time and when to buy someone else's Disorganization and time management risk How do you avoid mistakes? What makes me a good leader? How do you build a trusted network?			Importance of understanding limitations and setting boundaries  Staying on track with emails, organizing as you go, narrowing your project ideas / commitments You don't, so fail fast, fail often, and learn from it Appreciating your REAL value as a leader and building on the things that only you can do Entrepreneurship is lonely: building a trusted support network (inside and outside your industry) is vital	
Managing Expectations and the Daily Grind Why is growing a business as hard--or harder--than launching?			Acknowledging the pressures of growing and sustaining a business	
II Growth   Sustainability		02/17/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
Growth & Scaling When should you start offering new products? When should you enter a new market? How quickly should you grow? When do you need to stay slow and steady? How can you measure if you're on track	90	Jeff Green	Finding new opportunities: adding a new product or niche Finding new opportunities: diversifying your client base Speed vs. quality, how to scale, and required investments How to stay out of trouble during times of rapid growth Setting goals, identifying KPIs, and making data-driven decisions	
III Product Management		02/22/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
Managing Your Product Who do you serve? Why do they love you? What do you sell? What don't you sell? What should you be charging?	90	David Tracy	The importance of understanding your target market Defining what sets you apart from your competitors What products / services are in your sweet spot? What is not ideal but could be manageable? What business should you say no to? How do you do that tactfully? What if you need to say yes short term? Finding the right price point	
IV Brand Management   Marketing		02/24/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
Brand Management How do you create and maintain my brand? How do you keep things consistent? How do you protect your brand?	90	Bridget Drendel Kat Hutchison	Brand basics, logo / font / colors / style / voice Brand style guide Brand compliance, trademarks, copyrights, and brand protection	
V Marketing   Digital Content		03/01/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
Marketing & Advertising What do you need on the web? When and where should you advertise? What about social media? How do you pull it all together? How do you apply what I've learned?	90	Andrea Love	Traditional advertising, media purchasing, and...is print media dead? Platforms and blogging Content planning and development staying professional in your written content Market research, shifting your strategy to meet your REAL target market	
VI Sales   Customer Service		03/03/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
Sales Strategy How do you find opportunities? How do you stay on top of leads? What is the right sales cadence? How do you close the deal?	90	Ann Rolow Tom Vander Well	Networking with purpose, events and conferences, partnerships and symbiotic relationships Relationship tracking Sales as a numbers game, staying intentional while busy Converting prospects to sales	
Customer Service What are your standards? How do you manage conflicts? How do you manage your reputation?			Defining your customer care experience Customer conflict management and complaint resolution Monitoring reviews and social media, public relations: what you say (or don't say)--becomes your brand	

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VII Real Estate   Facilities		03/08/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
<b>Real Estate and Facilities</b> <i>Finding a location</i> <i>Real estate agreements</i> <i>Facility management</i>	90	Bill Wright	Commercial leases, pitfalls	
VIII Vendor Management   Data Security		03/10/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
<b>Technology</b> <i>What you need and how to make the right decisions</i> <i>Vendor assessment</i> <i>Payment Services</i> <i>Protecting company data</i>	90	James Bierly	How to provide a convenient purchasing experience while keeping client info safe and secure Information security, data storage, and data risks	
IX Accounting   Finance		03/15/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
<b>Accounting &amp; Finance</b> <i>Bookkeeping</i> <i>Billing and accepting payments</i> <i>Budgeting and projecting cash flow</i> <i>Working with credit</i> <i>Taxes and the IRS</i> <i>Inventory Management</i> <i>When is it right to hire an accountant?</i> <i>What should you charge now that your financial house is in order</i>	90	Alex Polzin	Including online marketplaces  Finding the right fit and knowing enough to understand what they do for you Price Point Revisited	
X Risk Management		03/17/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
<b>Customer Contracts &amp; Agreements</b> <i>How do you protect yourself?</i> <b>Risk Management</b> <i>Business types</i> <i>Vendor contracts and agreements</i> <i>Insurance</i> <i>Identifying and assessing priority of common risks</i> <i>Protecting your intellectual property</i> <i>Avoiding human resources risk</i>	90	Sam Wagner Kevin Brown	When do you need to consider a change?  Contingency planning and developing a mitigation plan	
XI Human Resources   Hiring, Firing, & Building Culture		03/22/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
<i>Creating Human Resources processes</i> <i>Establishing a structure</i> <i>Plugging skills gaps</i> <i>Setting HR KPIs</i> <i>Choosing an HR solution</i> <i>Attracting and retaining top talent</i>	90	Ronee Anderson		
XII Strategic Planning		03/24/21	9:00am - 10:30am	
Topic & Description	Duration	Speaker(s)	Notes	
<b>Strategic Planning &amp; Putting it All Together</b> <i>Creating a long-term Strategic Plan</i> <i>How to put all the course material together for your long-term strategic plan</i>	90	Megan Milligan		