

# The Full Spectrum Business Development Program

Topic Number and Title	Comments
00-0001 Introduction to Full Spectrum Business Development	Explains the Business Pyramid and the overall Coaching Program. Includes key elements of business philosophy, the Top Ten Principles of Full Spectrum Business Development, and the Program Topic listing.
<b>01-0000 MANAGEMENT - LEADERSHIP</b>	
01-0100 Core Purpose	Defines Core Purpose and explains the four paths to discovering your own Core Purpose.
01-0101 Core Purpose Workbook	The workbook clients can use to explore and define their Core Purposes
01 -0200 Strategic Intent	How to define the future of your business and take the first steps toward achieving it.
01-0300 SWOT Analysis	How to analyze the strengths, weaknesses, opportunities, and threats of the business; implications for business development.
01-0400 Personal Productivity	Mindsets, prioritization, and time management to make you productive.
01-0500 Self-Awareness and a Productive Mindset	Personal strengths and weaknesses, eliminating mental barriers, and productive ways of thinking.
01-0600 Business Planning	Turning Strategic Intent into an effective business plan.
01-0700 Business Impact	What impact do you want your business to have on its various stakeholders, and how can you make that impact?
01-0800 The Character of the Business	Determining what "personality" the business should have and how to build that personality.
01-0900 Leadership in the 21 <sup>st</sup> Century	An overview of leadership, the "Rule of Three" for effective leadership, the essential and situational capabilities of a leader.
01-0901 Leadership Workbook	A workbook for leadership development - diagnosis of leadership abilities and guidance for development of leadership skills
01-1100 Management Teams	How and when to create a management team; opportunities and pitfalls of management teams.
01-1200 Business Checkup	Description of Business Checkup; benefits; expectations; business checkup process
01-1201 Business Checklist	Detailed checklist of points to be covered in a Business Checkup.
01-1202 Business Checkup Sample Report	Business Checkup report from an actual business checkup, company identity disguised
<b>02-0000 MANAGEMENT - SYSTEMATICS</b>	
02-0100 System-First Problem Solving	Productive problem solving mindsets; early detection of emerging problems; problem solving process; preview of systems principles
02-0200 Systemizing Your Business	Mapping the work of the business using the Business Pyramid, and using that to guide systems strategy; Top Ten Systems Hit List; this Topic enables the client to view the business from a systems point of view and should be used early in the coaching engagement
02-0300 Business Systems	Systems design and system mapping plus helpful hints to make systems thinking more effective

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02-0301 Business System Worksheet	Interactive worksheet for client use in designing and documenting their systems
02-0400 Monitoring and Upgrading Your Business Systems	Setting standards, monitoring, evaluating, and improving systems
02-0500 Business Organization	Business organization using a systems approach rather than a people-dependent approach.
02-0600 Quantifying Your Business, Top to Bottom	Business quantification; establishing quantified indicators at all levels of the business and how to use them to manage the business
<b>03-0000 MANAGEMENT - SUPERVISION (focus on the person)</b>	
03-0100 Management by Objectives	Making subordinates "partners" through respectful cooperation and negotiated goals and accountabilities.
03-0200 The Company Meeting	Communicating with employees through company meetings; preparation, execution, and follow-up
03-0300 Project Management	Planning and conducting larger or longer term tasks
03-0400 Keeping on Top of Things	A tool for monitoring your responsibilities and activities and those you delegate
<b>04-0000 RESOURCES - FINANCIAL RESOURCES</b>	
04-0100 Accounting Strategy	Accounting as a management information activity, not as "bean counting"
04-0200 Financial Reporting	Understanding and managing financial reports; the Balance Sheet and the Profit and Loss Statement.
04-0300 Cash Planning	Forecasting cash needs and using cash planning to manage business activities
04-0400 Budgeting	Understanding the financial requirements of business activities and using budget to control business activities. Tracking budgets.
04-0500 Financial Control	Getting a handle on the financial activities of the business; anticipating and avoiding mistakes and malfeasance.
04-0600 Cash Management	Minimizing the use of cash and maximizing the availability of cash. Using cash resources wisely.
04-0700 Credit and Collections	Advantages, pitfalls, and important aspects of granting credit to customers; key collection strategies and techniques.
04-0800 Financial Management for Everyone	Taking financial management into the trenches by raising financial awareness of employees and requiring them to make simple periodic financial reports for their positions.
04-0900 What's Your Business Worth?	Estimating the market value of the business. An approximation, not definitive business pricing.
04-1000 Financial Strategy	Key financial strategies; raising capital; debt capacity and management.

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<b>05-0000 RESOURCES - HUMANE RESOURCES</b>	
05-0100 Recruiting Good People	Principles for attracting qualified, skilled staff; screening out potentially questionable employees
05-0200 Hiring Good People	A hiring process that starts new employees off on the right foot and minimizes staff problems later on.
05-0300 job Agreements	Describing and documenting job positions; obtaining agreement and commitment from employees; ties in with Management By Objectives. A cooperative approach.
05-0400 Job Manuals	Operating guidelines for performing work required by the job. Guidelines for monitoring, evaluating, and revising jobs.
<b>06-0000 RESOURCES - BUSINESS RESOURCES</b>	
06-0100 General Administration	Principles and practices for managing business resources such as facilities, supplies, work environment, and more.
06-0200 Principles of MIS	Management Information Systems from the user point of view; what to include, how to use MIS. Not info systems design -info use.
<b>07-0000 MARKETING - MARKET RESEARCH</b>	
07-0050 Cloning Your Best Customers	increasing revenue and growing customers by finding and marketing to more like your best customers. Introduction to basic marketing concepts like target marketing and demographics.
07-01 00 The Customer Experience Model	The fundamental tool for managing all marketing activities. Establishing the lifetime experience of target customers; identifying the "touchpoints" and how to use them to build marketing systems in the business.
07-0200 The Mind of the Customer	How customers think; what distorts their thinking; understanding customer needs; using needs analysis to develop effective products, services, marketing and sales systems, communications, customer services, and more.
07-0300 Market Segmentation and Target Marketing	Growing the business by finding and targeting new and better markets. The market segmentation process. Understanding and using demographics and psychographics.
07-0400 Product Strategy	Using the Customer Experience Model and The Mind of the Customer to develop products and product marketing systems.
07-0500 Positioning and Differentiation	Positioning the products and the business in the competitive market; selecting the product, process, and business factors that set the business apart favourably from competitors.
07-0600 Geographic Markets	Understanding the effects of location, transportation, and geography on the business. Exploiting advantages and minimizing disadvantages.
07-0700 Pricing	Balancing the economic needs of customers against the economic needs of the business, and gaining competitive advantage.

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07-0800 Market Research Strategy	An overview of different kinds of research, when to use each, and how to manage the researchers. Not a manual for doing research.
<b>08-000 MARKETING - MARKETING REACH</b>	
08-0100 Channels of Marketing Communications	Identifying and evaluating effective marketing communication channels; using communications to satisfy customer needs and expectations.
08-0200 Magnetic Messages	Creating the messages that will influence and attract qualified customers in the business's target markets.
08-0300 Marketing Communications Strategy	Integrating channels, messages, and communications planning.
08-0400 Brand management	The three-way branding strategy; advantages of a strong brand; disadvantages of a weak brand; branding anything.
08-0500 Publicity	Using "free" communications channels to your advantage; effective public relations practices; pitfalls to avoid.
<b>09-000 MARKETING - MARKETING RELATIONSHIPS</b>	
09-0100 Sales Strategy	Sales channels; managing customer relationships during the purchase decision process and post purchase; building credibility.
09-0200 Sales Presentations and Scripts	Sales messages; managing interactions with customers; making customers allies not enemies.
09-0300 Customer Retention	The lifetime value of a customer; managing the "repeat purchase" phase of the Customer Experience Model.
09-0400 Referrals and Word of Mouth	Generating "buzz." Organized approaches to generating referrals and word of mouth; motivating customers to want to talk about your products and your business
09-0500 Customer Service	Keeping customers happy; customer communications; customer services.
<b>10-000 PRODUCTION – PRODUCTION SYSTEMS</b>	
10-0100 Production Strategy for Making Goods	Systems strategy and practices applied to the fabrication of tangible goods (products); key factors in raw materials, manufacturing, and/or assembly processes.
10-0200 Production Strategy for Services	Systems strategy and practices applied to service businesses.
10-0300 Distribution and Delivery Strategy	Systems strategy and practices applied to distribution and delivery of products and/or services.
10-0400 Productivity and Cost Control	Building efficiency, minimizing costs, cost effectiveness in business systems.