

Ignite Essentials Workshop Course Offerings



Foundation for
Better Business

Category	Course Title	Topics Covered	Objective
Cash Flow and Financial Statements	Cash Flow Crash Course: Keeping Your Business in the Green	<ul style="list-style-type: none"> Understanding cash flow statements Managing accounts payable & receivable Avoiding cash flow pitfalls 	Equip small business owners with the skills to manage cash flow effectively, ensuring financial stability and growth.
	Future-Ready Finances: Smart Forecasting, Spending, and Growth	<ul style="list-style-type: none"> Financial Forecasting and Budgeting for Sustainable Growth Leveraging Financial Tools and Technology Understanding Your Numbers and Maximizing Profitability Best Practices for Inventory and Expense Management Strategies for Long-Term Financial Success 	Teach small businesses to leverage financial forecasting and technology for sustainable growth while optimizing inventory and expenses to maximize profitability and reduce financial waste.
Marketing and Branding	Defining Your Brand & Unique Value Proposition	<ul style="list-style-type: none"> Crafting a compelling unique value proposition Identifying target markets & customer personas Developing a strong brand identity and GTM Strategy 	Help small business owners define their brand and target audience to create a strong market presence.
	Digital Domination: Marketing Strategies That Work	<ul style="list-style-type: none"> Digital marketing essentials (SEO, social media, email) Choosing the right marketing tools & technology Smart spending: optimizing marketing ROI 	Teach businesses how to use digital marketing and technology to reach customers and track success.
Sales Strategy	Pitch Perfect: Crafting & Delivering a Winning Sales Pitch	<ul style="list-style-type: none"> Developing a compelling sales pitch Understanding customer pain points and objections Closing deals with confidence 	Help business owners refine their sales pitch to effectively communicate value and close more deals.
	Defining Your Target Customers/Market	<ul style="list-style-type: none"> Conducting market research Validating customer needs through data and feedback Aligning services with specific market demands 	Help businesses identify target customers, validate their needs, and align services with market demands for informed decision-making and business growth.
Legal, Compliance & Risk Management	Business Basics: Choosing the Right Structure & Staying Legal	<ul style="list-style-type: none"> Business structure types (LLC, sole proprietorship, corporation, etc.) Business insurance types (Workers' Compensation Insurance, etc.) Registering a business & obtaining licenses/permits Compliance with local, state, and federal laws 	Help business owners choose the right legal structure and navigate registration and compliance requirements.
Customer Service and Retention	Beyond the Sale: Creating Unforgettable Customer Experiences & Turning Complaints into Connections	<ul style="list-style-type: none"> Understanding customer expectations Creating memorable customer experiences Engaging customers post-sale Handling complaints & negative feedback Effective communication & problem-solving strategies Using feedback to improve customer satisfaction 	Teach businesses how to exceed customer expectations, build lasting relationships through exceptional service, and turn challenges into opportunities by managing complaints and strengthening customer trust.
Time Management & Operational Efficiency	Scheduling People & Managing Payroll (i.e., People Type, Contractors/Employees)	<ul style="list-style-type: none"> Payroll compliance: taxes and classifications Scheduling across various tools and availability Balancing costs and profits for payroll 	Equip businesses with payroll compliance and key insights on taxes and classifications, streamline scheduling across tools and availability, and effectively balance costs and profits for seamless payroll management.

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Human Resources Management	Hiring and Managing for Success: Building, Onboarding, and Leading a Strong Workforce	<ul style="list-style-type: none"> • Best practices for hiring, onboarding, and defining roles and responsibilities • Employee compensation, benefits, and recognition strategies • HR policies, compliance, and technology integration • Developing and implementing standard operating procedures (SOPs) • Performance management, communication, and employee retention strategies • Guidelines for discipline and termination processes 	Equip business owners and leaders with the tools and strategies to attract, hire, onboard, manage, and retain employees effectively, while fostering a productive and compliant workplace.
Purpose, Culture & Philanthropy	Civic Engagement: Taking care of your people	<ul style="list-style-type: none"> • Community building and support Leadership and volunteerism • The role of civic engagement in business success 	Empower businesses with the knowledge and skills to foster community building, promote leadership and volunteerism, and leverage civic engagement as a driver for business success.
	Career Blueprint: Building Your Future	<ul style="list-style-type: none"> • Strategic career planning for entrepreneurs • Networking and growth opportunities • Aligning business and employee growth • Leadership development and management training 	Provide businesses with strategic tools for career planning, networking, leadership development, and aligning business growth with employee development for long-term success.