

OUR MISSION:

TO PROVIDE A PROFESSIONAL SERVICE, USING BEST PRACTICES.

The **PROFESSIONAL PRACTICE PROGRAM**

A PROGRAM TO HELP YOU SET UP, RUN AND GROW YOUR OWN SMALL BUSINESS

OUR MOTTO:

- BE PROACTIVE.
- TAKE CHARGE OF YOUR CAREER.
- LOOK AFTER YOUR HEALTH.



# PROFESSIONAL PRACTICE PROGRAM

A PROGRAM TO HELP YOU SET UP, RUN AND GROW YOUR OWN SMALL BUSINESS

The **PROFESSIONAL PRACTICE PROGRAM** has been developed to assist people set up, run and grow their own small business.

The **PROFESSIONAL PRACTICE PROGRAM** addresses the four pillars of business (finance, marketing, human/other resources and strategy), plus entrepreneurship. Each seminar covers a different business topic and there is ample opportunity to apply each topic to your own developing business.

There are five years of training available through the **PROFESSIONAL PRACTICE PROGRAM**, with ten seminars available at each level. Completion of each set of ten seminars leads to the following awards:

PP1-10:	Certificate of Professional Practice
PP11-20:	Certificate of Advanced Professional Practice
PP21-30:	Certificate of Distinguished Professional Practice
PP31-40:	Certificate of Entrepreneurial Professional Practice
PP41-50:	Certificate of Advanced Entrepreneurial Professional Practice.

Thereafter, a starred series of unique seminars are available in order to continue developing your entrepreneurial skills. See the **PROFESSIONAL PRACTICE PROGRAM** outline for details.

## WHEN AND WHERE

All **PROFESSIONAL PRACTICE PROGRAM** seminars are held on the first Monday of every month from March to December each year. Make up seminars are currently being held from 7.00 - 9.00 pm. From 2011, the first year of the Program will be held every year from 6.00-7.30 pm. Years 2-5 will be held on alternating years from 8.00-9.30pm. Starred seminars are available on the first Wednesday of every alternate month. See our **PROFESSIONAL PRACTICE PROGRAM** outline for details. Seminars are held in the 1<sup>st</sup> floor training room, 142 Auburn Road, Hawthorn.

## WHAT TO BRING

We will provide all course notes, materials and handouts. You will need to bring a pen or pencil.

## THE FEES

Membership fees include the cost of entry into this Program.

## BOOKINGS AND ENQUIRIES

Bookings can be made by completing the membership form. Enquiries can be made by email ([rachela@ozemail.com.au](mailto:rachela@ozemail.com.au)), telephone or text message (0418 149 506).



## PROFESSIONAL PRACTICE PROGRAM

### Year 1: The Essentials

- PP1 Setting Up Your Practice: What You Need to Know
- PP2 Handling the Paperwork, including the GST
- PP3 Processes and Procedures that Work
- PP4 Determining Your Price and Fee Setting
- PP5 Budgets and Cash Flows
- PP6 Marketing Your Practice: Your 'Product'
- PP7 Marketing Your Practice: Promotion Strategies that Work
- PP8 Marketing Your Practice: Getting Your Image Right
- PP9 Marketing Your Practice: Alternate Places for Your Product
- PP10 Marketing Your Practice: Databases for Your Practice

### Year 2: Entrepreneurship

- PP11 Databases and How to Make them Work for You
- PP12 Websites and Marketing for the New Millennium
- PP13 Entrepreneurial Spirit: Qualities of an Entrepreneur and How to Develop it
- PP14 Entrepreneurial Spirit: Identifying Opportunities
- PP15 Entrepreneurial Spirit: Evaluating Opportunities
- PP16 Entrepreneurial Spirit: Developing Your Business Strategy
- PP17 Entrepreneurial Spirit: Managing Partners, other Entrepreneurs, and Venture Capitalists
- PP18 Security Issues: Your Self, Your 'Product', Your I.P., Your Staff
- PP19 Growing Your Business as a Saleable Asset, Harvesting Your Business' Worth and Exit Strategies
- PP20 Going Global: Issues to Consider

### Year 3: Going for Growth

- PP21 Staffing the Practice: Recruitment, Interviewing and Selection
- PP22 Staffing the Practice: Motivating Your Staff
- PP23 Staffing the Practice: What to Do When There Are Difficulties
- PP24 Staffing the Practice: What to Do When Someone Leaves
- PP25 Going for Growth: Advanced Business Strategy
- PP26 Going for Growth: Advanced Cash Flow Management
- PP27 Going for Growth: Advanced Marketing Strategies
- PP28 Going for Growth: Staff Planning and Career Management
- PP29 Going for Growth: Attracting External Sources of Capital for Growth
- PP30 Going for Growth: Your Wealth Creation Plan

## PROFESSIONAL PRACTICE PROGRAM

### Year 4: Advanced Business Practices

PP31 Advanced Marketing: Creating Your Own Website  
PP32 Advanced Marketing: Build Your Own Newsletter  
PP33 Advanced H.R.: Keeping the Best People  
PP34 Advanced H.R.: Staffing to 'Retire'  
PP35 Advanced Strategy: Buying Knowledge for Growth  
PP36 Advanced Finance and Strategy: Buying Established Businesses  
PP37 Advanced Entrepreneurial Spirit: Earning While You 'Sleep'  
PP38 Advanced Entrepreneurial Spirit: Remaining Competitive  
PP39 Advanced Entrepreneurial Spirit: Cashing in On Your Business  
PP40 Dedicated Advanced Strategy: Reinventing Yourself, Your Business

### Year 5: Reinventing the Enterprise

PP41 Risk Management - Your Strategy, Your Brand  
PP42 Risk Management - External: Political, Economical, Legal, Environmental factors  
PP43 Risk Management - Internal: Your People, Product, Operations, Financials  
PP44 Staying 'A-live' - Reinventing Your Business, Staying Ahead of the Pack  
PP45 Staying 'A-live' - Podcasting, Blogging and other Gen X'er 'Cool Stuff'  
PP46 Staying 'A-live' - Reviewing the Basics  
PP47 Staying 'A-live' - Reviewing the Enterprise  
PP48 Staying 'A-live' - Reviewing the Staffing  
PP49 Staying 'A-live' - Consolidating the Growth  
PP50 Staying 'A-live' - The Next Steps

### Year \*: Reaching Your Enterprise's Full Potential

PP\*1 Business Planning  
PP\*2 Negotiating the Deal  
PP\*3 Financing the Deal  
PP\*4 Marketing with Confidence  
PP\*5 Liaising with the Media  
PP\*6 Mapping Your Enterprise's Full Potential  
PP\*7 Breaking Down the Barriers to Your Enterprise's Full Potential  
PP\*8 Wow!ng Your Customers  
PP\*9 Making the Big Plays  
PP\*10 Lobbying for Success