

# THE Rural Woman

- bloom where you are -

## **Blooming THE Foundations of Business 8 Week Business Activation**

### **What do we desire for you - as a result of participating in this Activation?!**

*Create it. Sell it. Raise Awareness*

- Have clarity on your business model/structure and the tools you need to make sure you are set up correctly (tax, registrations etc)
- Understand who your ideal client and market is and what problem you solve or aspiration you provide
- Are clear on your own why, your reason for creating a business and their vision for your life and the business
- Have self-care and wellbeing strategies in place
- Have a product or service or at the very least a plan for your product or service
- Are marketing and raising awareness of the product and service through survey, questions to market, launches etc
- Have an understanding and an improved confidence in making sales
- Have an overview of technology and systems that will support their business foundations and growth
- Feel connected to your POD members, POD Facilitator and THE Rural Woman in general
- Have a sense of support and that you have all you need within yourself and within the community of THE Rural Woman
- Have an understanding and are clear on what is next beyond the 8 weeks and what help is available to you and in what form that takes
- Have a shared experience that provides the opportunity for group connection, common ground, team building, fun, community exploration, connection to partners and THE RW Team and the practical implementation of the learnings

**Delivered by:**

Rebel Black & special guests  
Supported by POD Facilitator

**Overview**

**Week 1** - THE Foundations of Business

**Week 2** - Customers

**Week 3** - Marketing & Sales

**Week 4** - Business Management

**Week 5** - Integration & 'Hot Seat'

**Week 6** - People & Culture

**Week 7** - Business & Implementation Plan

**Week 8** - Integration & Accountability 'Hot Seat'

**Online Delivery methods**

- Live Masterclass (also recorded for watching later)
- Course Material including worksheets/videos etc
- Workshops
- 1:1 Mentoring
- Peer to peer mentoring

**Dates**

Thursday 21 May, 930am NSW time (90 minutes)

Thursday 28 May, 930am NSW time (90 minutes)

Thursday 4 June, 930am NSW time (90 minutes)

Thursday 11 June, 930am NSW time (90 minutes)

Friday 12 - Sunday 930am, ACTIVATION WEEKEND

Thursday 18 June, 930am NSW time (90 minutes)

Thursday 25 June, 930am NSW time (90 minutes)

Thursday 2 July, 930am NSW time (90 minutes)

Thursday 9 July, 930am NSW time (90 minutes)

### **Activation Weekend**

*5pm Friday 12th June - 3pm Sunday 14th June (in your town)*

During the Activation weekend, which will be facilitated online and delivered by Members locally, participants will have experienced and undertaken:

- POD Bonding
- POD values/mission etc
- Fun
- Problem/Aspiration identification
- Ideal client mapping
- Lean Canvas
- Ideation
- Product/Service development
- Pitching
- Using lots of different online tools
- Connection with Partner/THE RW Team members

<b>Week 1</b>	<b>THE Foundations of Business</b>
<b>Delivery Method</b>	Masterclass and downloadable worksheet
<b>Facilitated by</b>	Rebel Black
<b>Objectives</b>	<ul style="list-style-type: none"><li>● Why are you in business</li><li>● What is it you want to achieve by being in business</li><li>● What is your Mission and Vision</li><li>● What is your 2050 goal?</li><li>● What basics do you need to have set up in your business</li></ul>

	<ul style="list-style-type: none"> <li>• Why I matter most in my business</li> <li>• How do I put myself first</li> <li>• How can I be more confident, clear and connected</li> </ul>
<b>Role of POD Facilitator</b>	<ul style="list-style-type: none"> <li>• Facilitate and encourage continued conversations in the POD Group</li> </ul>
<b>Challenge for the Week</b>	<p>Develop your business' Vision and Mission and share with your POD Members, asking for feedback and advice/support to refine, improve or celebrate completion!</p> <p>What is the 1 thing you are going to do to take care of yourself most?</p>
<b>Resources</b>	Platform, previous recordings, worksheet

<b>Week 2</b>	<b>Customers</b>
<b>Delivery Method</b>	CNM Room & downloadable worksheet
<b>Facilitated by</b>	Rebel Black
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Who is your ideal customer/client</li> <li>• What are their needs/aspirations/fears/desires/motivations</li> <li>• What tools can you use to gather this information</li> <li>• How can your business be of service to them</li> <li>• What is your product/service</li> <li>• How do you link your ideal customer/client to your product/service</li> </ul>

<b>Role of POD Facilitator</b>	<ul style="list-style-type: none"> <li>Facilitate and encourage continued conversations in the POD Group</li> </ul>
<b>Challenge for the Week</b>	Create customer profile, products & services profile, matrix
<b>Resources</b>	platform, Previous recordings

<b>Week 3</b>	<b>Marketing &amp; Sales</b>
<b>Delivery Method</b>	Workshop and downloadable worksheet, peer to peer learning
<b>Facilitated by</b>	Rebel Black
<b>Objectives</b>	<ul style="list-style-type: none"> <li>What is marketing</li> <li>What is the role of marketing in my business</li> <li>What marketing is going to work best for my particular business</li> <li>How do I get started with marketing</li> <li>How do I make sales</li> </ul>
<b>Role of POD Facilitator</b>	<ul style="list-style-type: none"> <li>Facilitate and encourage continued conversations in the POD Group</li> </ul>
<b>Challenge for the Week</b>	Develop a 1 page marketing plan
<b>Resources</b>	platform, Previous recordings

<b>Week 4</b>	<b>Business Management</b>
<b>Delivery Method</b>	Workshop and downloadable worksheet, peer to peer learning
<b>Facilitated by</b>	Rebel Black
<b>Objectives</b>	<ul style="list-style-type: none"> <li>● What technology can I use to help me manage my business</li> <li>● What is automation and systemisation and how can it help me</li> <li>● My business is only small why does this matter</li> <li>● Resource management including human, finances, intellectual property, technology and time</li> </ul>
<b>Role of POD Facilitator</b>	<ul style="list-style-type: none"> <li>● Facilitate and encourage continued conversations in the POD Group</li> </ul>
<b>Challenge for the Week</b>	Identify the #1 system you are going to implement first
<b>Resources</b>	Platform, previous recording

### **ACTIVATION WEEKEND**

During the Activation weekend, which will be facilitated online and delivered by Members locally, participants will have experienced and undertaken:

- POD Bonding
- POD values/mission etc
- Fun
- Problem/Aspiration identification
- Ideal client mapping
- Lean Canvas
- Ideation
- Product/Service development
- Pitching

- Using lots of different online tools
- Connection with Partner/THE RW Team members

<b>Week 5</b>	<b>Integration &amp; Hot Seat</b>
<b>Delivery Method</b>	Discussion and facilitated brainstorm
<b>Facilitated by</b>	Rebel Black + Special Guest (TBA)
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• A week to 'catch up'</li> <li>• How has your business insights shifted since the Activation weekend</li> <li>• What bottlenecks are you having in your business</li> <li>• What challenges are coming up for you</li> <li>• Will you be one of the women who will seize the opportunity to 'get in the hot seat' - share their business and get input &amp; advice from the Host &amp; Facilitator</li> </ul>
<b>Role of POD Facilitator</b>	<ul style="list-style-type: none"> <li>• Facilitate and encourage continued conversations in the POD Group, especially around challenges</li> </ul>
<b>Challenge for the Week</b>	Integrate your learnings and take MEANINGFUL action and report in with your POD
<b>Resources</b>	Platform, previous recordings

<b>Week 6</b>	<b>People &amp; Culture</b>
<b>Delivery Method</b>	Workshop and downloadable worksheet, peer to peer learning
<b>Facilitated by</b>	Rebel Black

<b>Objectives</b>	<ul style="list-style-type: none"> <li>• What role do people play in my business</li> <li>• What is culture and how do I know I 'have it'</li> <li>• My business is just me, so what does culture have to do with me</li> <li>• How to I use feedback to help my business improve</li> </ul>
<b>Role of POD Facilitator</b>	<ul style="list-style-type: none"> <li>• Facilitate and encourage continued conversations in the POD Group</li> </ul>
<b>Challenge for the Week</b>	Map your 'people' plan - organisational chart & who do you want as your ideal support
<b>Resources</b>	Platform, previous recordings

<b>Week 7</b>	<b>Integration &amp; Accountability Hot Seat</b>
<b>Delivery Method</b>	Discussion and facilitated brainstorm
<b>Facilitated by</b>	Rebel Black + Special Guest
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Let's explore Accountability and get set up with an 'accountability' partner who can support you with your integration post this Activation phase!</li> <li>• Will you be one of the women who will seize the opportunity to 'get in the hot seat' - share their business and get input &amp; advice from the Host &amp; Facilitator</li> </ul>
<b>Role of POD Facilitator</b>	<ul style="list-style-type: none"> <li>• Facilitate and encourage continued conversations in the POD Group, especially around challenges</li> </ul>
<b>Challenge for the Week</b>	Connect with your Accountability Partner + make a plan!
<b>Resources</b>	Platform, previous recordings



<b>Week 8</b>	<b>Business &amp; Implementation Plan</b>
<b>Delivery Method</b>	Masterclass & Discussion
<b>Facilitated by</b>	Rebel Black
<b>Objectives</b>	<ul style="list-style-type: none"> <li>● What is my plan for the next 12 months</li> <li>● What support do I have access to now</li> <li>● How do I take everything I have learned and action it</li> <li>● How do I stay out of overwhelm</li> <li>● How do I keep working 'on' my business not always 'in' it</li> <li>● How do I support my other POD Members to succeed</li> <li>● What can I give to this experience</li> </ul>
<b>Role of POD Facilitator</b>	<ul style="list-style-type: none"> <li>● Facilitate and encourage continued conversations in the POD Group</li> </ul>
<b>Challenge for the Week</b>	Create a 1 page business & implementation plan and commit to deliver
<b>Resources</b>	Platform, previous recordings