



8 WEEK BUSINESS ACTIVATION

THE Seed 
SCHEME 

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 local 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 through THE Seed Scheme
- 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 your 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, 12 noon NSW time (90 minutes)
- Thursday 28 May, 12 noon NSW time (90 minutes)
- Thursday 4 June, 12 noon NSW time (90 minutes)
- Thursday 11 June, 12 noon NSW time (90 minutes)
- Friday 12 - Sunday 14 June, ACTIVATION WEEKEND
- Thursday 18 June, 12 noon NSW time (90 minutes)
- Thursday 25 June, 12 noon NSW time (90 minutes)
- Thursday 2 July, 12 noon NSW time (90 minutes)
- Thursday 9 July, 12 noon 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

| Week 1 | THE Foundations of Business |
|-------------------------|--|
| Delivery Method | Masterclass and downloadable worksheet |
| Facilitated by | Rebel Black |
| Objectives | <ul style="list-style-type: none"> • Why are you in business • What is it you want to achieve by being in business • What is your Mission and Vision • What is your 2050 goal? • What basics do you need to have set up in your business • Why I matter most in my business • How do I put myself first • How can I be more confident, clear and connected |
| Role of POD Facilitator | Through communication on Mighty Networks ensure people show up to call and also continue conversations |
| Challenge for the Week | <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> |
| Resources | Platform, previous recordings, worksheet |

| Week 2 | Customers |
|-------------------------|---|
| Delivery Method | CNM Room & downloadable worksheet |
| Facilitated by | Rebel Black |
| Objectives | <ul style="list-style-type: none"> • Who is your ideal customer/client • What are their needs/aspirations/fears/desires/motivations • What tools can you use to gather this information • How can your business be of service to them • What is your product/service • How do you link your ideal customer/client to your product/service |
| Role of POD Facilitator | <ul style="list-style-type: none"> • Be in the CNM room - especially at POW WOW times • Ensure Members complete tasks |
| Challenge for the Week | Create customer profile, products & services profile, matrix |
| Resources | Platform, Previous recordings |

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

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

| Week 5 | integration & Hot Seat |
|-------------------------|---|
| Delivery Method | Workshop and downloadable worksheet, peer to peer learning |
| Facilitated by | Rebel Black |
| Objectives | <ul style="list-style-type: none"> • What technology can I use to help me manage my business • What is automation and systemisation and how can it help me • My business is only small why does this matter • Resource management including human, finances, intellectual property, technology and time |
| Role of POD Facilitator | <ul style="list-style-type: none"> • Facilitate and encourage continued conversations in the POD Group • Ensure Members complete tasks |
| Challenge for the Week | Identify the #1 system you are going to implement first |
| Resources | Platform, previous recording |

| Week 6 | People & Culture |
|-------------------------|--|
| Delivery Method | Workshop and downloadable worksheet, peer to peer learning |
| Facilitated by | Rebel Black |
| Objectives | <ul style="list-style-type: none"> • What role do people play in my business • What is culture and how do I know I 'have it' • My business is just me, so what does culture have to do with me • How to I use feedback to help my business improve |
| Role of POD Facilitator | <ul style="list-style-type: none"> • Facilitate and encourage continued conversations in the POD Group • Ensure Members complete tasks |
| Challenge for the Week | Map your 'people' plan - organisational chart & who do you want as your ideal support |
| Resources | Platform, previous recordings |

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

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