



Build Your Business

Program Outline

BSB30220

Certificate III

Entrepreneurship & New Business



InBusiness

About "InBusiness":

InBusiness was formed in collaboration and partnership between Australasian Leadership Academy (ALA) and Edgware Creative Entrepreneurship.



Edgware Creative Entrepreneurship (Edgware)

Edgware Creative Entrepreneurship is an innovative business training and coaching company for startup and established business owners, sole traders, entrepreneurs, and community organisations that provides 'just in time' training, hands-on tools, and ongoing support to plan, start, effectively manage and grow businesses, community organisations and enterprises.

Since its foundation in 2005 it has helped more than 1,500 people start, grow, or change their small business.

Edgware's methodology and style is relevant and flexible, personalised, practical, and enjoyable, in line with our company DNA: *Make money, have fun, change the world.*



Australasian Leadership Academy (ALA)

OUR POINT OF DIFFERENCE

We are a **Registered Training Organisation** (RTO 41012) offering a holistic, innovative and customised approach to training and development including but not limited to:

- *Key Account Management*
- *Tailored program solutions to client's needs*
- *Corporate training nationally & internationally*
- *Flexible delivery methodologies*
- *Flexible, Fast >> Track Programs*
- *High level qualifications / training pathways*
- *Management and leadership workshops*
- *Ongoing coaching and mentoring*
- *Quality partnerships and alliances*



The Program – What Is It?

“**Build Your Business Program**” has been delivered Face to Face throughout Queensland, in urban, regional and remote locations, including the Gold Coast, Moreton Bay, Sunshine Coast, Wide Bay/Capricornia, Central Qld, Northern Qld, Western Qld and Far North Qld.

It has involved participation from a very wide spectrum of trainees, including Indigenous, CALD, women, mature age, youth, education, corporate and public sector markets.

Edgware's participants have developed businesses in sectors such as arts, administration, bush foods, business support, consultancy, catering, child care, counselling services, creative industries, cultural heritage, dance, entertainment, events, education, engineering, fashion, gifts, health, horticulture, jewellery, marketing, social media, landscaping, project management, coaching, retail, security services, transport, trade services, tourism, hospitality, light manufacturing, primary production, catering, markets, writing, Indigenous cultural training, and youth and community support.

- Our planning discussions with clients and collaborators over this time span supports the suitability and currency of the resources, delivery and assessment methodology, and the current industry skills of trainers and assessors.

As an outcome of these experiences and in response to this demand, Edgware's courseware and methodology has been designed to be highly reflexive, responsive and flexible, suiting a wide range of learning aptitudes and styles.

With extremely high completion rates, positive customer response and most importantly a high degree of integration of training outcomes with real enterprise creation.



Australasian Leadership Academy – ALA

ALA is the proud RTO partner of Edgware for the BSB30220 Certificate III in Entrepreneurship and New Business (Registered Training Organisation – RTO ID 41012).

ALA will provide access to your online Enrolment, Tools & Templates, Video Lessons and ALA Training Portal.

On successful completion, ALA will issue your Qualification and Statement of Results or Statement of Attainment (if full certification is not obtained).

It is also ALA's role, as the RTO, to ensure quality of the program delivered and the assessment process. As part of this process, we will provide a Participant Feedback Form at the end of the Program to ensure continuous improvement.

ALA contact email: info@australasianleadership.com

Enrolment & Assessment Submission Process

On acceptance into the program, Edgware will notify the ALA team. You will then receive a welcome email and instructions on how to access your ALA Training Portal.

What is ALA Training Portal?

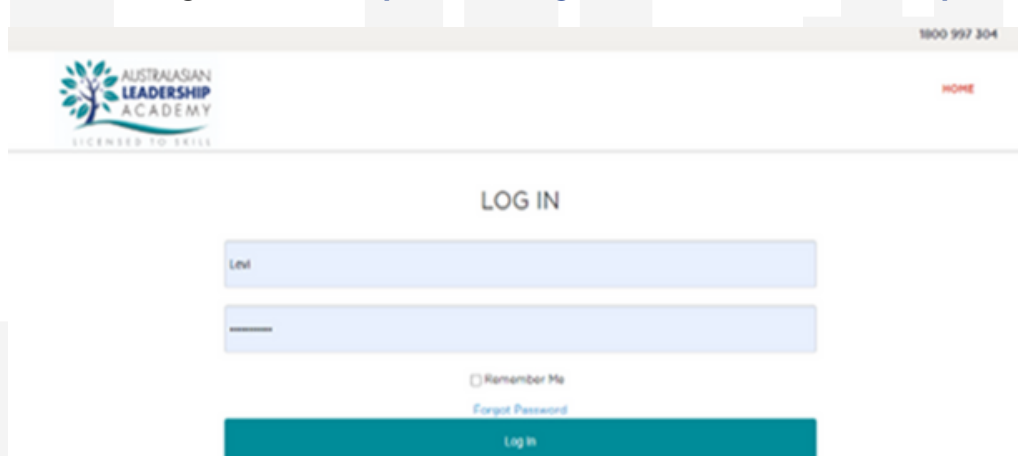
This is where you can access:

- **ALA Enrolment and complete your USI (for all Australian participants)**
- **Program information & templates**
- **Assessment Tasks– where you will upload completed tasks / activities / evidence**
- **Assessor Feedback and track the progress of your assessment**

NB: keep your Username and Password in a safe place as you will need it to access all of your assessments and track your progress with your assessor.

Copies of the Participant Guide, USI Fact Sheets, Program Instructions, Templates, Assessment, Feedback and Candidate Declaration for this program, will all be available for download and reference on your ALA Training Portal. You will need to download each and complete as requested for each STEP.

ALA Training Portal – <http://training.australasianleadership.com>



The screenshot shows the ALA Training Portal login page. At the top right, there is a phone number '1800 997 304' and a 'HOME' link. The ALA logo is on the left. The main heading is 'LOG IN'. Below it are two input fields: 'Level' and a password field with a masked password '*****'. There is a 'Remember Me' checkbox and a 'Forgot Password' link. At the bottom is a teal 'Log In' button.

Program Outline

“Build Your Business”



You will have the opportunity to think about how you can “apply your learning” into your workplace / business. We provide business tools & templates, which you will need to complete along the way, while applying them to your business ... and culminating into a business plan.

What you need to do to complete the program:

Designed specifically for startup entrepreneurs to develop core entrepreneurial and small business management skills through engagement with a proprietary set of strategic planning tools which generate a **One Page Business Plan**.

The Blended eLearning Program consists of two phases:

Two phases:

1. PHASE 1 – a self-paced online (eLearning) program including:

- **Video Lessons** – guides to using the tools. Provision of Tool templates, Instructions and supporting notes, plus a One Page Plan template

2. PHASE 2 – Workplace application

- an entrepreneurship project will take place over approximately 8 weeks. Participants can expect to spend about 4 hours per week on developing their project.
 - This involves a period of 'Application Phase' of tools in authentic workplace context, completed by a by a **capstone ('Report') and presentation'**
 - It also includes **GAS Groups meetings** – at least 2 GAS Group discussions during 'Application' phase ('GAS' means Group Action Sessions), where participants 'check in' with each other and their peers.
- **Feedback and support** via ALA Training Portal, Zoom, MS Teams, emails & phone
 - **Nationally accredited** – BSB30220 Certificate III in Entrepreneurship and New Business

Steps and Units

Once you are registered in the program, you will need to attend a virtual introduction prior to enrolment. Access to ALA Training Portal will provide you with your Training Plan and Participant Guide to assist you through the Steps, Tools, Video Lessons, Application Phase & Program Outcome.

STEP 1 – NOW (Situation Analysis)

Unit of Competence

Tools & Lessons

- Value proposition
- Customer & product / service breakdown
- Customer success
- Changes affecting my business
- Competitor analysis & strategy
- WWOWW (We Work on What's Working)

Unit of Competence

- **BSBESB301** – Investigate business opportunities
- **BSBOPS304** – Deliver and monitor a service to customers

STEP 2 – WHERE (Preferred Future)

Tools & Lessons

- Vision
- Action
- Key Goals

Unit of Competence

- **BSBESB303** – Organise finances for new business ventures
- **BSBESB305** – Address compliance requirements for new business ventures
- **BSBESB304** – Determine resource requirements for new business ventures

STEP 3 – HOW (Actions for Implementation)

Tools & Lessons

- Creative Action Planning
- Impact Ease Understanding Priorities
- Setting priorities
- Marketing Plan Actions
- Marketing Plan Perspectives and Timing
- Time Management
- Financials & Cash Flow

Unit of Competence

- **BSBESB302** – Develop and present business proposals
- **BSBPEF301** – Organise personal work priorities
- **BSBPEF202** – Plan and apply time management

STEP 4 – APPLICATION PHASE

Tools & Lessons

- Self-paced application of tools
- Develop One Page Business Plan
- GAS Groups

Unit of Competence

- **BSBESB401** – Research and develop business plans
- **BSBCRT301** – Develop and extend critical and creative thinking skills

STEP 5 – PRESENTATION & ASSESSMENT

HOLISTIC (Summative Aggregation of Tools/Outcomes) & Assessment Uploads

Workplace Evidence:

- HOLISTIC (Summative Aggregation of Tools/Outcomes) – NOW, WHERE & HOW Tools
- Application Phase Evidence – Updated Marketing/Financial Plans
- Business Proposal Presentation / Final Report
- Final GAS Groups Checklist
- Completed One Page Business Plan
- Final assessment – Competency Conversation

Studying with ALA

ALA provides you with the flexibility to study wherever and whenever you want. We understand that our participants are constantly juggling multiple priorities, so our unique learning approach has been specifically designed to enable you to fit education and training around your lifestyle.

After you enrol with ALA you will be provided with access to our cutting edge Training Portals. Here are some of the key features and benefits:



Access

Access your eLearning materials, assessments and online resources, wherever you have an internet connection. You can also download your eLearning courses, participant guides and templates so that you can study wherever and whenever it suits you.



Connections

You will have access to your trainers, assessors and mentors virtually through ALA Training Portal, which is also where you will complete & submit your assessment tasks, receive feedback & results.

Our blended programs offer peer group study sessions and 'study buddy' / internal mentors.



Knowledge

ALA Training Portal is your link to your program Courses, Tools, Templates, Assessment activities, Mentor and Support.

How to Enrol

For self-enrol Programs:

Go directly to the ALA website to ENROL NOW -

<https://australasianleadership.com/entrepreneurs/>

For groups and Face-to-Face Programs:

Click the Register an Expression of Interest NOW button on the website or contact one

of our friendly program coordinators on

info@australasianleadership.com

who will assist you to choose the right program to meet your training needs and previous experience.

For RPL:

Contact ALA's admin team to complete the enrolment process and self-evaluation / RPL process.

email: info@australasianleadrship.com

Need more information?

We appreciate that choosing the right program is important. If you would like to discuss your career or program options, please do not hesitate to call the ALA team on 1800 997 304 or email

info@australasianleadership.com

with your questions.



OUR PARTNERS

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Registered Training Organisation - RTO ID # 41012

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