

Coach Curriculum Plan



	<i>Lesson title and learning objectives</i>	<i>Resources</i>	<i>Approx. time</i>
0	<p>Introduction to Estherpreneur Program Students will</p> <ul style="list-style-type: none"> ● get to know Edna and her story ● have clear expectations on what to expect for the program ● realize that a lot of the women trail blazers had to overcome major challenges 	<p>Presentation</p> <p>Estherpreneur Profile</p>	45-60 mins
1	<p>Lesson 1: Know Yourself Students will</p> <ul style="list-style-type: none"> ● know their peers in a more personal level- their past, present, and future goals ● understand that a successful business starts from within ● explain the importance on having a clear vision and mission statement for yourself and your business ● have a basic understanding of what an effective vision and mission statement entails ● hw: develop a vision and mission statements for life and business 	Lesson Guide	90 mins
2	<p>Lesson 2: Mindset Shift Students will</p> <ul style="list-style-type: none"> ● receive feedback and finalize their vision and mission statements ● know that not all thoughts are "their "thoughts ● understand the importance of capturing their thoughts and stimulating their mind ● hw: create a vision board based on their statements, Pick a thinking spot, and start journaling, identify 1-2 Interesting Facts or Tips about Finances 	Lesson Guide	90 mins
3	<p>Lesson 3: Effective Goal Setting Students will</p> <ul style="list-style-type: none"> ● have a basic understanding S.M.A.R.T Goals ● create an action plan based on their goals with actual timelines ● ensure that goals are set with the "end in mind" 	<p>Lesson Guide</p> <p>Vision/ Traction Organizer WorkSheet</p>	90 mins



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	<ul style="list-style-type: none"> hw: complete Vision/ Traction Organizer for their life 		
4	<p>Lesson 4: Personal Finances 101: Credit and Banking Students will</p> <ul style="list-style-type: none"> understand how credit works and how to build it learn the various types of financial institutions Identify your # 	Lesson guide	90 mins
5	<p>Lesson 5: Personal Finances 101: Budgeting and Savings Students will</p> <ul style="list-style-type: none"> understand how to create a comprehensive savings plan in order to create long term wealth learn how to eliminate debt and create a budget hw: fill in budget worksheet 	Lesson guide	90 mins
6	<p>Lesson 6: Business Finances 101 Students will</p> <ul style="list-style-type: none"> learn the basics of insurance and investment options learn the basics of accounting and the importance of it is learn to read and understand financial statements be able to set up their business so that they are never in the red, but will ALWAYS be profitable hw: identify individuals who overcame major setbacks and still successful. Present to the group. 	Lesson guide	90 mins
7	<p>Lesson 7: Overcoming Setbacks Students will</p> <ul style="list-style-type: none"> understand that in life, "obstacles" are inevitable learn how handle different scenarios that life can bring and how to prevent them from happening. ex. <i>choosing the right mate, handling arguments, career change, job loss, cancer, depression, rape, etc.</i> hw: work on your personal swot analysis to help you identify an idea for your business 	Lesson guide Personal SWOT Analysis	90 mins

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<p>8</p>	<p>Lesson 8: Business Plan- Idea Generation and Set up Students will</p> <ul style="list-style-type: none"> ● know themselves and their strengths ● discuss social entrepreneurship and types of businesses ● understand the importance of a business plan ● identify a problem they want to solve ● hw: start working on business plan part 1 	<p>Lesson guide</p> <p>Business Plan Part 1</p>	<p>90 mins</p>
<p>9/10</p>	<p>Lesson 9/10: Business Plan - Sales, Marketing, and Financial Students will</p> <ul style="list-style-type: none"> ● learn why most startups fail ● know how to become a nice market authority ● understand how to add true value to their clients ● Sales and Marketing 101 ● Create Business Income Goals and discuss PRICING strategies ● hw: work on business plan part 2 and finalize with Edna 	<p>Lesson guide</p> <p>Business Plan Part 2</p> <p>Business Income Goals</p> <p>Feedback Form</p>	<p>90 mins</p>