

# How to Start, Grow and Manage a Business

Developed by: Jay Goldberg, CEO of DTR Inc.

**Background:** Jay Goldberg, MBA, is a former thirteen year Citibank Executive. Mr. Goldberg developed a work readiness certification training program called the best in the U.S. by a member of the National Skills Standard Board. The program was created for the Workforce Development Board of the Treasure Coast (Florida) and is currently being used throughout the United States. He also developed a revolutionary entrepreneurship training program in his role of Program Manager for the Palm Beach County Recourse (an economic development Not for Profit Corporation). The Program was reviewed by and then partially funded by Bank of America. Mr. Goldberg is also a published author, co-hosts a popular Internet radio, and has been teaching in adult and community education programs since 1997.

**Course Time:** 2.5 hours a night for 8 nights (total of 20 hours)

**Course format:** Most sessions include lectures (with accompanying PowerPoint presentation), skill building and discussion on how the participants in class can apply the knowledge and skills to their specific businesses.



DAY	TOPICS
1	Intro, overview of business plan (purposes, content, flow), business structures, requirements for doing business in Florida
2	Contracts, Industry sections of business plan, demographics, location
3	Strategic planning process (SWOT, SWOT plan of action with objectives/strategies/tactics/goals), strategic plan section of business plan
4	Maslow Hierarchy of Needs, Guerilla Marketing, Advertising, branding (including using online Social Media), Zig Ziglar sales process
5	Elevator speech, market research, marketing section of business plan
6	Customer service strategies and skills, people and workplace management skills, management/organization section of business plan
7	Loan process, ways to finance a business, business taxes, cash flow management financial section of business plan
8	Risks, executive summary, supporting documents, marketing your business plan

DTR Inc. web site: [www.dtrconsulting.biz](http://www.dtrconsulting.biz)

Blog: [workreadiness.blogspot.com](http://workreadiness.blogspot.com)

Email: [JayGoldberg@DTRConsulting.BIZ](mailto:JayGoldberg@DTRConsulting.BIZ)

Phone: 561-292-1979