



#YALILEARNS



**YALILearns Session
Facilitation Guide**

**SMART ENTREPRENEURSHIP:
NEXT STEPS IN EXPANDING
YOUR ENTERPRISE**

Your Guide to Facilitating a Session on Smart Entrepreneurship

You can lead a discussion in your community about smart entrepreneurship using the YALI Network Online Course, [Smart Entrepreneurship: Next Steps in Expanding Your Enterprise](#). This course will help you understand how to intelligently expand your business and, as a facilitator, you can start a dialogue about how smart entrepreneurship can affect your community.

Total Time: 75 Minutes

Introduction (3 minutes)

- Thank your participants for joining and introduce yourself. Explain that you are an interested YALI Network member who wants to start an important conversation about smart entrepreneurship in your community.
- Note: Remember to keep it short!

Course Objectives (2 minutes)

Briefly run through the agenda for the session and the objectives of the course:

- Understand key strategies to propel your business from startup to successful entrepreneurship.
- Learn how certain tools and tactics can increase your business's competitive edge.

Icebreaker (10 minutes)

Icebreakers are short, group activities that help participants get to know each other and feel more comfortable having conversations. A suggested icebreaker is below, but you can come up with your own. Just be careful — icebreakers can take a long time, so make sure you're keeping an eye on how much time you've given the groups.

SIMILARITIES

- Break the participants up into groups of three to four people (adjust according to how large or small your audience is).
- Ask the participants to find two to three things that all group members have in common (e.g., hobbies, where they are from, number of siblings, work that they are passionate about)
- Have each group appoint a spokesperson to present those two to three similarities to the whole group.



Before You Watch: Group Discussion Activity (10 minutes)

Before the group watches the lesson videos, it is important for you as a facilitator to determine how familiar the participants are with the subject of smart entrepreneurship. Use the following questions to guide a brief discussion. Don't worry if you run out of time, there will be more time to discuss these questions later on.

- How do you as a business owner stand out from your competitors?
- Would you consider your business past the startup stage? Why or why not?

Watch Lesson One: “Growing and Thriving as an Entrepreneur” (5 minutes)

Group Discussion (10 minutes)

- How have you formalized your business activities to prepare for growth?
- Are sustainability and resiliency important to focus on when trying to grow a business? How do you manage these goals within your own profession?

Watch Lesson Two: “Managing Your Products and Services Along the Value Chain” (5 minutes)

Group Discussion (10 minutes)

- How can you increase the competitive advantage of your business? What are the implications of being a top competitor within your targeted market?
- Who is your target audience? Do you think the supply chain within your business meets the expectations of your target audience?
- How can you engage in smart entrepreneurship in your business that benefits your community and promotes economic growth?

Watch Lesson Three: “Marketing Your Business” (5 minutes)

Group Discussion (10 minutes)

- How does your marketing strategy separate you from competitors?
- In the digital age, it is becoming increasingly important for businesses to have an online presence. How have you marketed your business online? Do you face any struggles when promoting your products or services online, and how can you overcome them?

Wrapup (3 minutes)

- Thank participants for attending and briefly restate the importance of smart entrepreneurship.
- Ask participants to sign up for the YALI Network at yali.state.gov.

