Cenpatico

Serving vulnerable populations in the public sector since 2005

Introduced “Business Coaching Program” in August 2010
Ready to Launch your Business

Ready....Set.....Go..................
A Participant program to help create a path to independence through entrepreneurship. The program is designed to identify the Participant’s passions and to tap into their strengths in order for them to start a revenue producing business and become part of the community.
Guiding Principles for Recovery

1. The “Business Coaching Program” was developed with the principle of recovery as the cornerstone.
2. Participants are excited about their futures, what they can do verses what they have been told in the past.
3. Encourages taking risk.
4. Makes the participant an equal with other business people in their community.
Entrepreneurship

Of 16 million businesses in the United States, more than 12 million are operated as sole proprietorships.
JK Rowling attended school and found her passion for writing fantasy stories.

She would often write stories and tell them to her sister.

Rowling was diagnosed with clinical depression and often contemplated suicide.

She was unemployed and living on welfare.

She was able to write and complete her first novel by going to several different cafés and penned Harry Potter book.

Today, J.K. Rowling is worth about $1.1 billion

She has sold over 400 million books
Business Coach Approach

- Minimize the fears of the prospective business-owner
- Focus on the talents and interests of the individual
- Identify personal assets
- Identify where the entrepreneur can lead the way and where support is needed
- Provide customized support to assist the person in moving forward with business ownership
What I learned as a Business Coach about clients......

That business development has been a method for self-motivation and confidence-building in clients.

That business development and planning assists in acquiring HOPE for a better future.

Inspires candidates to learn new skills.

Encourage visions of independence.

Promotes setting goals on how to obtain a better life.

Desire to give back.
Hope is the foundation for the journey towards recovery
Cenpatico's "Business Coaching Program" follows the Guiding Principles for Recovery

- Respect
- Persons in recovery choose services and are included in program decisions and program development efforts
- Focus on individual as a whole person, while including and/or developing natural supports
- Empower individuals taking steps towards independence and allowing risk taking without fear of failure
- Integration, collaboration, and participation with the partnership between individuals, staff, and family members/natural supports for shared decisions making with a foundation of trust
- Persons in recovery define their own success
- Persons in recovery are the experts on themselves, defining their own goals and desired outcomes
- Strengths-based, flexible, responsive services reflective of an individual’s cultural preferences
Identifying Clients/Participants

1. Providers being aware of “Business Coach Program”

2. Workshop set up at Providers for Participants to attend

3. Participants telling other Participants about the program

4. Employment Coordinators and Vocational Rehab referring clients
What is covered in Cenpatico’s “Business Coaching” Workshop

1. Understand the initial process of starting a business
2. Become familiar with businesses that can be started from home
3. Identify your passion and how your passion could become a business
4. Consider: Is owning and operating a business your dream?
5. Identifying first steps to starting a business
6. Ideas for potential businesses
7. Importance of naming a business
8. Importance of business planning
9. Will there be legal and governmental paperwork that you will need to know about and comply?
10. What will you do until the cash starts flowing?
11. Where can you get the upfront money for the startup?
One on one discussions include:

What are my strengths?
What do I need to work on?
How can I compensate for areas that need improvement?
What are my current personal needs?
Who will be working with me?
Make lists of passions and experience
Investigate the market and its needs
Review competition
Some areas we work on......

• Computer skills
• Invoicing
• Research
• Equipment needed
• Transportation
• Record keeping
• Managing cash
• Selling product or service
• Profit/Loss
• Marketing
What next?
Where do we go from here?
We can take baby step...
Or we can run.......
Direction
Preparation
How To Grow And Market Their Business
Teamwork
Empowering individuals to take steps towards Independence by allowing risk-taking without the fear of failure.
Computer Skills
Entertainer
Computer Repair
eBay Consultant
Mechanic and Windshield replacement
DJ
Artists
Home Builders
Handyman
Bakery
Hardscape & Landscaping
Plumber
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<td>1. Small Business Administration and their website</td>
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<td>2. ESTY.com</td>
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<td>3. Vista Print</td>
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<td>4. Mint.com</td>
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<td>5. Lulu.com</td>
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Support from Community

1. Chamber of Commerce
2. Library
3. Other businesses
4. Networking groups
5. Women and men’s clubs
6. Community Colleges
7. Providers
“Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.” Lau Tzu
Questions? Comments?

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