

Create local Jobs and Revenue by participating in a unique coaching system!

CREATE JOBS - DIVERSIFY YOUR ECONOMY - INCREASE YOUR TAX BASE

Who should participate?

- City Managers, Economic Development Officers
- Personnel who have interaction with entrepreneurs
- Personnel interested in small business

Trinity Of Management®

The Sirolli Institute

Local Governments around the Nation are seeking ways to move toward economic recovery and growth. The Sirolli Institute's Enterprise Facilitation® method creates jobs in local economies by creating and supporting small businesses.

For the past 25 years the Sirolli Institute has been teaching professionals, employed as full time Enterprise Facilitators, to effectively support entrepreneurs with candid management advice.

Now, for the first time ever, the Sirolli Institute in conjunction with the Michigan Municipal League is offering to train Local Government personnel on the fundamentals of coaching entrepreneurs.

Multiply the chances for local entrepreneurs to start businesses on a solid foundation by effectively applying the TRINITY OF MANAGEMENT® to create jobs - diversify your economy - increase your tax base. Become conversant in the practicalities of setting up a business...a business that succeeds.

Coaching System Achievements:

Turner and Hutchinson Counties, SD: 1998 - 2009

- 58 new businesses
- 46 expanded, retained businesses
- 308 jobs
- 80% businesses still operating

Lamb, Hockley and Hale Counties, TX: 2005 - 2009

- 29 businesses started or expanded
- 79 jobs
- 27% sales tax increase
- 90% of the businesses still operating

The Modules

Module 1: Trinity of Management® genesis

This module is dedicated to gaining an understanding of the genesis of the Trinity of Management concept. The Trinity of Management was developed in response to real entrepreneurial challenges and in support of real people trying to establish enterprises in small rural communities.

The experimental nature of the work conducted by Dr. Sirolli in Australia will be introduced and so will the results and best practices developed since 1985 in communities of different sizes and economic circumstances.

Outcome 1-1: By the end of the afternoon's activity participants will have understood the implications of working with entrepreneurs who have been unable, on their own, to grow their idea and their companies.

Outcome 1-2: Participants will have been confronted with, possibly, a new paradigm on what makes business successful. They will have all night to dissect and internalize the information.

Module 2: Validating the model

Next we explore the intellectual underpinnings of the Trinity of Management. You will summarize short articles and videos by a number of economists, management consultants and real entrepreneurs. What emerges from the readings is an understanding of the concept of "first who, then what" in management. To make the period compelling, a common exercise is organized that leads to a co-operatively reached definition of the Trinity of Management.

Outcome 2-1: Participants achieve a deeper understanding of the philosophical underpinnings of the Trinity of Management and gain the confidence to present its ideas to entrepreneurs

Outcome 2-2: Participants are asked to share with the group their thoughts and opinions about the articles and videos they have watched. This fosters team building and learning from multiple media and experiences.

Module 3: Practicing the tools

This session is organized with the assistance of the participants who volunteer to use the tools in mock up sessions. Personal, family, and friends' experiences are used to show how the Trinity of Management help the venture succeed. The tools are used in a group setting to encourage discussion and debate. Great emphasis is placed on how to communicate the Trinity of Management concept and on how to answer the commonly asked questions.

Outcome 3-1: At the end of this module, the participants will start to integrate the theory and the practical side of the Trinity of Management and start to understand the importance of a discipline that provides not only respect for the clients, but also the intellectual means to help transform their dreams into viable, and vastly more resilient, businesses.

Module 4: Preparing a "bankable business plan"

The Trinity of Management has profound implications for the preparation of business plans. It teaches that 'true' business plans are never written by the entrepreneur in solitude but that they are always written by the management team. This session describes how teams write winning business plans and how coaches pass on the formula for success.

Outcome 4-1: Attendees will learn a powerful tool to pass on to their local entrepreneurs. The 'bankable business plan' integrates all that has been learned about the Trinity of Management and makes visible the commercialization path the enterprise intends to pursue.

Module 5: Participants final recommendations

This session is dedicated to individual short summary and assessment of the seminar. Extensive Q&A will be encouraged to discuss the practicalities of adopting, and mastering, the Trinity of Management.

The role of the Trinity of Management mentor will be discussed with attendees to ease them into their new 'coaching' roles.

Outcome 5-1: Participants will be able to discuss whether the Trinity of Management will be a valuable tool in their support of local businesses.

Outcome 5-2: Participants will be introduced to their mentor. An experienced practitioner who will be able to support them in using their new acquired skills over the first 12 months of practice.

12 Month Program

The Training

The Sirolli Institute 3 day residential workshop in the Trinity of Management® coaching system will build your competency in a state-of-the-art, yet simple, management coaching approach.

The methodology can easily be mastered by committed practitioners over a relatively short period of time.

Participants will:

- Learn the theory and practices of the Trinity of Management® by listening, reading and participating in individual and group activities
- Witness how the Trinity of Management is communicated to entrepreneurs and existing business owners
- Practice the approach in a safe training environment
- Differentiate the Trinity of Management from other business advisory models
- Identify and address real and/or perceived obstacles to clients' acceptance of the Trinity of Management principles
- Learn how to guide management teams, within companies, to produce "bankable business plans" that win investors and launch businesses

The Mentoring

Participants will become competent in the Trinity of Management methodology by actively engaging with entrepreneurs. Their ability to confidently and candidly converse with entrepreneurs will improve over time.

The Method

To increase the pace at which competency is built, all attendees will be introduced to an experienced practitioner, a trained Master Enterprise Facilitator, who will cement the attendees newly acquired skills. A monthly conference call will be coordinated with a trained Master Facilitator for trainees wishing to discuss practical challenges that they experience in support of entrepreneurs.

"Sirolli's social technology - the coaching method he trains and employs - is useful development technology, not "policy," planning, or some type of advocacy... It is not a goal - it is a how-to. I thought I knew what Enterprise Facilitation was, until I took Sirolli's facilitator course. Here I learned how subtle and sophisticated, and yet how simple, was the method to align our values as individuals (and as communities) with business development."

Peter Donovan, Oregon