

# Fundamentals of Building a Financially Viable Business

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<b>Start date</b>	21/05/21	<b>End date</b>	22/05/21
<b>Venue</b>	Virtual classroom		
<b>Tutor</b>	Alisa Barcan	<b>Course code</b>	2021NDR434

**For further information on this course, please contact** Mairi Mayfield  
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**To book** See: [www.ice.cam.ac.uk](http://www.ice.cam.ac.uk) or telephone 01223 746262

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## Tutor biography

*As a Financial Coach and Business Consultant, Alisa helps people re-write their financial stories. She works with young professionals and small business owners who wish to decipher their finances and improve their financial situation – be that personally or in business.*

*Alisa's work is underpinned by the values of possibility, growth and commitment. Everything is possible for anyone who is willing to improve and is ready to put in the time, energy and effort required. She uses a combination of standard coaching techniques, innovative approaches rooted in behavioural economics & gaming theory and traditional financial models to facilitate lasting and impactful results.*

*What Alisa's clients say: "Her rare gift is strong business acumen combined with a deeply empathetic and straightforward approach - you feel that she cares a lot, she wants you to succeed and hence notices and tells you things that nobody else will dare to say."*

*Alisa is a prize winner Chartered Certified Accountant (ACCA) and a qualified Coach from The University of Cambridge, UK. You can find her at [The Savvy Corner](#) or on [LinkedIn](#), [Instagram](#), [Facebook](#) and [YouTube](#).*

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**Programme:**

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These interactive online sessions will start at 09:00 each day, for 2 days beginning on 21/05/21. All sessions will be recorded and made available to students shortly after the course has finished [on the Virtual Learning Environment (VLE). The lectures will be online using a secure version of Zoom, and you access the sessions via the VLE.] If you are new to Zoom, there will be a separate guide for how to set it up.

<b>Day 1</b>	
09:00 – 09:30	<b>Welcome to the course</b> Introductions and what the course will cover
09:30 – 09:45	<b>Session 1: Financial viability</b> What is financial viability and how it applies in business.
09:45 – 10:45	<b>Session 2: Your business model</b> <ul style="list-style-type: none"><li>➤ Customers</li><li>➤ Demand on the market</li><li>➤ Value proposition</li></ul>
10:45 – 11:15	Break (30 min)
11:15 – 12:15	<b>Session 2: Your business model (continued)</b> <ul style="list-style-type: none"><li>➤ Service &amp; offering</li><li>➤ Market substitutes</li><li>➤ Pricing</li></ul>
12:15 – 13:00	Lunch (45 min)
13:00 – 14:45	<b>Session 3: Systems and processes</b> <ul style="list-style-type: none"><li>➤ Products</li><li>➤ Processes and procedures</li><li>➤ Routines</li></ul>
14:45 – 15:00	Break (15 min)
15:00 – 16:00	<b>Session 4: Learning consolidation</b> Bringing it all together and Q&A

<b>Day 2</b>	
09:00 – 09:15	<b>Welcome back</b> Reflections on first day
09:15 – 11:00	<b>Session 1: The delivery of your services</b> <ul style="list-style-type: none"> <li>➤ Marketing avenue and message</li> <li>➤ Customer journey</li> </ul>
11:00 – 11:30	Break (30 min)
11:30 – 12:30	<b>Session 2: The delivery of your services (continued)</b> <ul style="list-style-type: none"> <li>➤ Actual delivery &amp; impact</li> <li>➤ Return on Investment (ROI) and value added</li> </ul>
12:30 – 13:15	Lunch (45 min)
13:15 – 14:30	<b>Session 3: You as the business owner</b> Where does the business owner fit into the financial viability equation?
14:30 – 14:45	Break (15 min)
14:45 – 15:30	<b>Session 4: Learning consolidation</b> Bringing it all together and final Q&A
15:30 – 16:00	Wrap up and next steps

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## Course syllabus

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### Aims

This course aims to provide:

1. Raise participants' awareness and understanding of financial viability in business
2. Increase participants' knowledge of the main aspects of a financially viable business and develop skills on how to apply that knowledge
3. A practical approach to building a financially viable business

### Content

The course is aimed at service professionals (coaches, consultants, therapists, counsellors, etc.) who are in the incipient phases of building their practice or who are relatively new business owners.

Building a business requires people to wear many hats. Being an expert in their field is only half of the equation. The other half implies skills that they have not been taught or are confident doing: marketing, sales, financial management, networking, strategic thinking, etc.

This course will provide the fundamentals of building a financially viable business.

### **Presentation of the course**

Two days virtual workshop (weekend) followed by two weeks online learning, including two live Q&A calls. The virtual workshop will include teaching elements (supported by PowerPoint slides), as well as group and individual exercises (supported by handouts and templates).

**As a result of the course, within the constraints of the time available, participants should be able to:**

1. Describe financial viability and explain how it applies to business
2. Identify the four main areas of a financially viable business and describe the impact of each of these areas on financial viability
3. Identify the strong and weak links within their own business in the context of financial viability
4. Create a plan on how to build or develop a financially viable business

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## Reading and resources list

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Listed below are a number of texts that might be of interest and can add to the enjoyment of the course, but do not need to be bought, nor are they required.

<b>Author/s</b>	<b>Title</b>	<b>Place: Publisher (date)</b>
Clark, Dorie	<i>Entrepreneurial You</i>	Boston: Harvard Business Review (2017)
Clear, James	<i>Atomic Habits</i>	London: Cornerstone (2018)
Cunningham, Keith, J.	<i>The Road Less Stupid</i>	United States: Keys to the Vault Publishing (2017)
Kaufman, Josh	<i>The Personal MBA</i>	London: Penguin (2018)
Michalowicz, Mike	<i>Profit First</i>	New York: Portfolio (2017)
Miller, Donald	<i>Building a Story Brand</i>	Nashville: Thomas Nelson Publishers (2017)
Voss, Chris & Raz, Tahl	<i>Never Split the Difference</i>	London: Cornerstone (2017)

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## Additional information

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### Venue

Virtual classroom via Zoom

**Note** Students of the Institute of Continuing Education are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current Institute course should be taken as evidence of enrolment.

*Information correct as of: 03 December 2020*