



YES, I am interested in participating in an ENTRECOIFFEURSHIP - Digital Seminar

Name Email-address:

Intercoiffure Section:

We want to create an ENTREPRENEURSHIP SEMINAR that is targeted exactly towards your needs. So please take five minutes to help us help you!

1. Please read through the following business topics.
2. Then, ask yourself, “In a seminar, which are the 10 topics that are the **most important** for me to learn?”. Mark each of these 10 topics with the letter “A”.
3. Now, ask yourself, “In a seminar, which are the 10 topics that are the least important for me to learn?”. Mark each of these 10 topics with the letter “C”.
4. Mark the remaining topics with the letter “B”.

	How to develop a business mission that is useful as a planning and decision-making instrument (instead of just “nicely formulated bla-bla”).
	How to methodically analyze your business environment(e.g. trends, competitors, risks, opportunities).
	How to develop a long-term strategy.
	How to set measurable SMART-goals to accompany your strategy.
	How to translate your goals into “action plans”.
	How to optimize your product mix.
	How to identify useful co-operations with other suppliers in the supply chain (from both a “partnership” and a “logistics” perspective).
	How to divide your salon’s work flow into “processes” (and optimize these).
	When to do things “in house” and when to outsource.
	How to identify profitable market segments and target your business activities towards these.
	How to implement ongoing, methodic market research in your salon/s.

	How to enhance your brand value.
	How to build up and/or enhance your online presence.
	How to develop a public relations strategy for your salon/s.
	How to optimize your promotional strategy (offline).
	How to optimize your promotional strategy (online).
	How to get the most out of what Information Technology (IT) can offer your salon/s (without going crazy).
	How to lead change in your salon/s (and what to expect from your team in each change phase).
	How to prepare and manage projects.
	How to optimize your recruiting approach.
	What to consider in context of your internal communication.
	How to identify and communicate with different personality types.
	How organizational cultures and teams develop and what you can (and can't) do to affect this development.
	How to manage conflicts in your teams.
	How to optimize your salon's intercultural communication.
	How to optimize your salon's budget forecasts.
	How to calculate the full costs of your business.
	How to optimize your pricing policy.
	How to optimize the financial management of your salon/s.
	How to forecast the profitability of a future investment.
	Understanding balance sheets and income statements (P&Ls).
	How to measure whether you are moving closer to your SMART-goals or not (e.g. the steps of controlling).

Please put it in the Box at the congress OR send it directly to worldacademy@intercoiffure.org

