

Supercoach® Entrepreneurial Training Workshops

Giving business advisors and professional experts the edge to help start-up clients.

Are you:

Spending too much time with entrepreneurs who lack focus or struggle to articulate their business concepts?

Coaching early-stage entrepreneurs in a university, incubator, business trust or local economic development environment?

Giving entrepreneurs the edge in growing and developing their company.

Are you:

Struggling to describe or justify your business concept?

Need to regain your focus and enthusiasm for developing the next phase of your business?

Need to renew your investment pitch?

"I'm impressed with the consistency of the presentations from the companies, something we've not seen before. I want to be invited to every one of these."

Bob Pothier, venture capitalist, Wasatch Ventures, Phoenix, Arizona

"I'm delighted with the transformation of the Company's business story from too long and too technical to an investment-ready opportunity. How information is presented is critical. Your coaching is making a major difference."

Bob Rogers, Rogers & Theobald LLP, Phoenix, Arizona

"I've spent nearly 2 years trying to get my business plan to investor ready stage and at one point I had considered paying consultancy fees of £20,000 for a specialist to do what Supercoaching has taught me to do myself. I'd rather have been given a place on this course than all the money I've ever won in business plan competitions."

Sabrina Chisholm, Glasgow, Scotland

Originally inspired by the CONNECT Springboard Program at the University of California at San Diego, Supercoach® Entrepreneurial Training is the foundation for entrepreneurial education, coaching and connecting programs globally:

- **Baylor University I⁵ China Program**, Waco, TX USA and Shanghai, China
- **Arizona State University Technopolis Program**, Tempe/Phoenix, AZ, USA
- **University of Jyväskylä's Launch Pad Program**, Jyväskylä, Finland
- **University of Strathclyde's Hunter Centre for Entrepreneurship**, Glasgow, Scotland
- **University of Kentucky's Entrepreneurial Coaches Institute**, Lexington, KY, USA
- **National Inventors and Innovators Alliance (NCIIA) Advanced Invention to Venture Workshops**, USA

Supercoach® Entrepreneurial Training Workshops

Programs and workshops tailored for regional needs.

The Supercoach® system and tools are based on one-to-one facilitation or coaching; these techniques now serve as the foundation for professional development courses, workshops, and college-accredited courses. Supercoach® tools are useful across all businesses and industry sectors. In the Supercoach® workshops, participants learn tools and techniques with real entrepreneurs while receiving immediate feedback and advice from the pioneers of the Supercoach® system. Supercoach® participants learn how to focus on how the business will work, rather than on how to write a business plan. Having to create a briefing forces clear thinking and generates essential data for the business plan, making the plan much easier to write.

'This was our best experience to date. I actually got to work through some step-by-step procedures that you could use in coaching. I feel more comfortable with the process.'

'I am also feeling more confident working one on one with entrepreneurs. I have also been more comfortable with the Socratic method of asking questions, rather than being the "expert" all the time.'

University of Kentucky Entrepreneurship Coaches Institute; excerpts from external reviewers interim report by Markley, Gruidl, Bradshaw and Calvin, 2005.

Sharon C. Ballard is President and CEO of EnableVentures, Inc., and former President and Chief Executive and co-founder of Reticular Systems, Inc. She held management posts in Titan Corporation, Motorola Inc. and LINKABIT Corporation. As UCSD CONNECT Management Fellow, she coached over 60 early-stage high technology entrepreneurs. She is the developer of Supercoach® Entrepreneurial Training. She has coached entrepreneurs in Europe and across the US, and is one of two founding Management Fellows for Arizona State University's Technopolis Program focusing on educating, coaching and networking early-stage entrepreneurs. She has provided key entrepreneurial training for volunteer coaches at the University of Kentucky's Entrepreneurial Coaches Institute. She has coached early stage entrepreneurs to successfully raise venture capital and has worked with many company founders to develop winning SBIR and bootstrap financing strategies, thereby preserving greater ownership for the company founders. Sharon.Ballard@enableventures.com (602) 909-9570 or (479) 632-0064



Dr Gregory Leman is the Director of University Entrepreneurial Initiatives, Curtis Hankamer Chair of Entrepreneurship and the founding Director of the Baylor I⁵ International Technology Entrepreneurship. He has nearly 30 years experience as a scientist, inventor, technology leader and high-tech business executive. Since joining Baylor in 2005 he has launched 3 new courses and created the I⁵ Program with a hands-on interdisciplinary approach. The SuperCoach® Entrepreneurial Training curriculum is integrated into all these venues and into Dr. Leman's consulting practices in entrepreneurship and business development. Greg.Leman@Baylor.edu (254) 710-1343.



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