



## Capability Profile

*Edgeware Creative Entrepreneurship* is an innovative business training and coaching company for startup and established business owners, sole traders, entrepreneurs and community organisations that provides 'just in time' training, hands-on tools, and ongoing support to plan, start, effectively manage and grow businesses, community organisations and enterprises.

*Edgeware's Build Your Business Program* has been developed from experience rather than theory; it is based on real life business experience, advice and input by people actually in business, drawing on the lessons of successful businesses throughout Australia and internationally, as well as a suite of evidence-based business planning tools, proven personal change interventions and a specifically designed, developed and tested content and delivery methodology tailored to the needs of each participant.

Since 2006 we've worked with more than 1,000 businesses from startups to established small to medium sized enterprises in industries like: arts, administration, foodstuffs, business support, consultancy, catering, child care, counselling services, creative industries, cultural heritage, education, engineering, fashion, gifts, health, horticulture, jewellery, landscaping, project management, retail, security services, trade services, tourism, viticulture, writing, and youth support.

As a result of this extensive experience, Edgeware has developed a unique delivery methodology and philosophy based on the concepts of "make money, have fun and change the world". That is, we help design and develop businesses which are profitable and also personally meaningful and socially responsible.

Our approach works because it is:

- **Relevant and flexible.** Our seminars, workshops and courses and supporting material are tailored to the needs of each individual participant.
- **Personalised.** Our approach is founded on the values of trust, respect, and mutuality, as well as the importance of relationships, caring and humour.
- **Practical.** Our training is about practical business skills and competencies learned and tested by actually doing it, not theories and opinions.
- **Enjoyable.** Our clients and participants experience a training process that is engaging, thoroughly unique, personally meaningful and potentially transformational.

Edgeware's offerings include:

- A range of training workshops and seminars, individual and group coaching, as well as ongoing tailored support, consultation and facilitation on relevant business topics that have been identified by clients starting and building their businesses.
- A suite of evidence-based planning tools that have stood the test of time through application in the field (more than 20 yrs) and the achievement of real business results ie profit generation, growth and sustained economic independence.
- A suite of proven personal change tools drawn from the leading schools of psychology and social sciences around the world that are supported by evidence, expert opinion and application in the field.

## Key Business Capabilities

- **Business planning.** The ability to assess the strengths and weaknesses of business ventures and propositions, identify leverage points for business growth and plan accordingly
- **Financial management.** Cashflow planning, credit-management and maintaining good relationships with creditors, banks and accountants, and building financial controls.
- **Product/service development.** The ability to conceive and develop new products/services and innovate existing ones including identifying the people, materials and processes required to achieve them.
- **People management.** Developing the most appropriate team structures tailored to the growth stage of the enterprise, managing recruitment, and resolving disputes, developing performance processes, motivating staff and managing training and development.
- **Marketing skills.** Market research and analysis, competitor analysis, marketing planning and operations, developing value propositions and identifying unique selling points for product/services, creating and testing various marketing strategies and supporting collateral and following these through to market.
- **Sales skills.** Identifying potential customers and their individual needs and desires, positioning products/services effectively to them, converting potential customers into clients, developing and systemizing sales processes, developing and improving sales presentations and pitches to increase close rates.
- **Supplier relationship management.** The ability to identify suppliers and positively manage relationships with them and creating value networks and supply chains to deliver value to the market, and negotiation skills to secure better margins on inputs.
- **Operational and administrative skills.** Reviewing, developing, implementing and refining business systems, as well as developing, documenting and implementing procedures and policies, and establishing business controls across the core functions of a business.

- **Business growth and management.** Support for businesses at various stages of development from pre-revenue early phase start ups through to mid tier small to medium sized enterprises in a range of industries from arts to youth support representing more than 45 other industry sectors/categories
- **Coaching, listening and responding skills.** Motivating and guiding, giving effective feedback, dealing with confidence issues and assisting with professional and personal development
- **Mentoring.** Establishing basis for working together, identifying preferred styles of engagement and learning, Identifying areas for improvement, linking with relevant resources, tools, processes and networks, assessing progress, closing out the relationship.
- **Business leadership.** Working with individual and groups on key aspects of business and personal development including leadership, time management, assertiveness, creative problem solving, delegation, etc
- **Facilitating group learning.** Developing, delivering and reviewing workshops, seminars and other group learning exercises and processes, pacing and leading group dynamics, tailoring presentation of content to learning needs of individuals within the group, use of case studies and relevant 'real world' examples
- **Interpersonal communications.** Building rapport, gaining trust and creating and sustaining effective working relationships with people from diverse backgrounds and circumstances.