

WEBB SQUARED'S COACHING PROGRAM

What makes an entrepreneur successful in business?

It's having the vision **AND** developing the capacities **AND** having access to resources to make the vision a reality.

Our coaching program at WEBB Squared prioritizes these three components customized toward the unique needs and niches of each of our entrepreneurs.

Our coaching program is **EQUITY WORK** because it improves equitable outcomes in rural economies.



Our coaching program helps the entrepreneur improve upon and develop the following capacities:

- Personal Development and Power
- Communication and Interpersonal Skills
- Strategic and Critical Thinking
- Responsibility and Dependability
- Fundamental Business Acumen
- Healing Relationships with Money

Our team is dedicated to moving our entrepreneurs' businesses from *informal* to *formal* to *formalized* by providing technical assistance and access to providers that offer the following services:

- website creation
- business model development
- business and marketing plans
- social media presence
- pitch decks
-and more.

ENTREPRENEURIAL MINDSET WORKSHOPS/WEBINARS CORE CURRICULUM

We believe that a critical component of success begins with workshopping historically informed, culturally curated mindset trainings. Our analysis emerges and redresses mental models and subconscious programming that are often internalized from living in a race constructed society.

Combined with our individual, customized weekly coaching, this transformational process produces Black Entrepreneurs building their businesses and navigating challenges with agency and POWER.



Developed

Entrepreneurial Mindset

- Part 1- Introduction to the Entrepreneurial Mindset
- Part 2- How the mind works

Habits for Success

- Understanding Habits
- Changing Habits
- Building Integrity - Time Management
- Building Integrity- Keeping Your Commitments

Money Mindsets

- History of Money
- Socialization Cycles & Liberation
- Cultivating an Abundance Mindset

Business Fundamentals

- Registering Your Business
- Values Vision and Mission
- What is a business plan and why do you need it
- Marketing 101
- Financial Spreadsheets
- Getting ready for investment
- Understanding business taxes

Coming in 2023

Money Fundamentals - Making it Work for You

- Money decisions
- Money Management
- Money Investing
- Money Saving

Stress & Trigger Hacks - A Better Life for a Better Business

- Hacks for Money Woes
- Hacks for Difficult Decisions
- Hacks for Family Situations
- Hacks for Personal Relationships
- Hacks for Food, Gas, Lights, Transportation & Rent Emergencies

You The Leader- Mindset Skills to Master

- Critical Thinking
- Creative Thinking
- Strategic Thinking
- What is Emotional Intelligence & Why You Want to Develop It
- Setting Boundaries For Yourself & Others- The Art of Saying No and Yes
- Building Bridges Across Racial & Social Divides

Healing Belief Systems

- The Science of Beliefs
- What is Psychiture
- Re-programming Your Reality

Navigating the World of Money

- How Did We Get Here
- Predatory Lending
- How much of your business do you **NOT** give away

WORKFORCE DEVELOPMENT

Our Workforce Development Program works to ensure that People of Color are connected and can access good paying jobs and economic opportunities in rural counties.

This program is designed to assist in developing workforce skills essential to securing and maintaining high-quality employment.

We provide workforce assistance and connect participants to vocational education and job training opportunities.

We provide information and access for labor market needs, and assess participant needs.

The Workforce Development Program is complementary to our coaching and mindset trainings.

Our services include:

- Vocational and educational guidance
- Skills assessments
- Goal-setting and career planning
- Labor market research and analysis
- Skill building
 - Soft skills
 - Resume building
 - Cover letter creation
 - Interviewing skills
- Job search
- Follow up services



Travis Patterson, Founder of SEEDS and WEBB Squared's Director of Workforce Development

Travis Patterson is a life-long Chatham County resident, graduating from Chatham County Schools in 2001. His work includes Carolina Outreach, Workforce Development projects in both Orange and Chatham Counties, and the Family Visitation Services of Chatham County.

In 2019, Travis created Self-Enhancing Education and Development Services (informally known as SEEDS), an agency that provides off-site supervised visitation and skill-building for youth and families at-risk.

THE COMMONWEALTH NETWORK FOR ECONOMIC JUSTICE

At WEBB Squared, we are building an eco-system of diverse, multi-racial entrepreneurs, leaders, workers and stakeholders in the business community who are committed to learning about equity and economic justice.

We want to foster narrative changes (paradigms shifts) by creating spaces where we can share our stories, our challenges, and emerge new models that reflect our shared values.

Currently, we meet weekly Thursdays at 12 pm EST via zoom.

We are a networking and support group, where we:

- workshop skill capacity
- develop relationships across racial and social divides
- create access to mentors
- and deepen our narrative change work towards economic justice.

Weekly meetings intend to help entrepreneurs:

- connect and network with our other entrepreneurs as well as stakeholders
- share challenges and struggles as entrepreneurs, and gleam ideas and collective wisdom to meet those challenges
- find accountability partners for creating the businesses they want to create

