

BSB50215

Diploma of Business

MENTORED

Entrepreneurial & Innovation Program



Participant Information Pack

OUR MENTORED DIPLOMA PROGRAM IS MORE THAN JUST A BUSINESS QUALIFICATION!

WHO IS OUR PRINCIPAL MENTOR?

John Von Reuth, and he is the CEO for TAM, Training & Assessment Mentor, a Registered Training Organisation in Australia. John believed from the age of 18 years old, he would create an environment where he would implement ideas, **work for himself**, and have the money that business success would bring. John has done that for 50 years of his life.

John has started many, many businesses developing **HIS ideas**, some failed, some successes, he has travelled extensively, driven expensive cars, lives in a beautiful house on the coast, **John lives well every day**. John learned that success only comes from your **passion and belief in yourself**. About ten years ago, John started his Training Organisation to help people like you, people who have an idea, **who want to succeed**, or simply want to take control of their life. John wants you to listen to your voice in your head, **find your passion, achieve your dream**, and achieve success **working the hours you want!** You will fall, be assured, what will make you different, we will teach you to get up and do it better next time! It's a fact, most people that have achieved success, have lost nearly everything once or twice in their life!

We don't just deliver a Qualification in Business, **we help and mentor you** every step of the way, we designed this Diploma level Qualification for people with ideas, products, services, we want you to bring that to the Program and use it to grow and develop it to success. **Need a financial kick start to get it off the ground**, we even offer start-up money if that what holding you back.

We are only taking 30 students into this mentored program in 2019, read our Student information and complete the questionnaire below, when we know a little more about you, we will contact you for a confidential discussion **to see if we are the best fit** for you at this time in your life. **Good Luck - Be Safe.**

Values you will learn (or brush up on) to acquire throughout this Program are:

- Business is about people, people you deal with, people you sell to, people you collaborate with, the right values attract people. You'll learn how to establish the right purpose, mission, and values to build or run a thriving company.
- You need the right fundamentals of effective leadership. We will show you how to become a leader that others want to follow and aspire to become.
- You will learn how to live a life filled with integrity.
- This Program will give you the skills to identify the core values you need to have when it comes to business and discover how to align them with your life's purpose.

Diploma of Business/EI Mentor Program

What is this Qualification about?

Most people that undertake this Qualification are in the role off (*or aspiring to be in*) a Business Manager for large or small organisations. In the larger organisations, the Business Manager typically oversee an individual department, such as marketing, sales or production. In a smaller Company, the Business Manager might oversee the operations of the Company. They may also typically be, future Entrepreneurs that want to get their product / idea out there in the market.

Yes, this Qualification will help with that, **TAM** (*Training & Assessment Mentor*) has selected the eight Units of Competency based on an Entrepreneurial and Innovation approach, are you in “**start-up**” mode with an idea? We want you to test your business idea (*either within a Company or one of your own passion*), to think like a Designer, to develop and solve strategies increasing your analytical abilities, and most importantly, how to problem solve and get that winning edge! You will bring your idea / project, or your organisations needs with you and from the start of your training, we will use that idea / project / need and work to complete all the Practical tasks within the EIGHT Units required.

What is our POD (*Point of Difference*)?

- Free consultation to discuss your specific need before you commit to the Program
- We only accept 3 groups of 10 participants per year to give you “REAL” Mentoring
- 8 months ONE-on-ONE mentored Program with John or one of his Senior Mentors
- Mentored to complete one Unit per month – you will need 40 hours PM participation
- Membership to monthly live webinars – participation compulsory
- Bi-monthly web video appearances by successful entrepreneurs - compulsory
- \$100,000 seed fund – Tell us why you need “start-up money, let’s make it work.

What is involved?

- Monthly Study notes with Assessment Questions for each Unit of Competency
- Multiple Practical Tasks for each Unit of Competency for your idea / product / service
- Assessor / Mentor Project Observation Tasks for each Unit of Competency
- Compulsory Webinar / Video participation for each Unit of Competency
- Compulsory Monthly Zoom group collaboration meetings discussing progress
- Bi Monthly Webinars Q & A with successful “start-up” Entrepreneurs / Innovators

What does this one-on-one Mentoring Program cost?

First off all, you have to be committed, have passion and have “*Skin-in-the-Game*” if you ever want to succeed, that is why we have a chat first and foremost, this Program is not for everyone! It is hard work and takes dedication for eight months “*to see it through*”.

Our fee is \$9,800 - 85% paid at time of enrolment either by YOU, or we can arrange Study Loans who will make a payment plan with you – the final 15% is paid at the completion of your Qualification before you receive your Qualification Certificate.

What are the five steps to a successful Business Manager?

1. Mindset, how do you think and apply?
2. How do you design your / the Companies Business Plan?
3. How do you Launch your / the Companies product or service?
4. How do you create your marketing campaign, how do you get to the RIGHT audience?
5. How do you review steps 1 to 4?

That's why we have picked the following EIGHT Units for this Qualification.

Diploma of Business/EI Units we deliver:

1. BSBADV507 Develop a media plan

This unit describes the skills and knowledge required to develop a media plan within a given budget, by defining requirements, selecting media vehicles and determining a schedule. It applies to individuals working in a supervisory / management / start-up role within an advertising team or media organisation. It may also apply to someone working within a direct marketing role, who is responsible for planning media requirements for direct marketing campaigns or offers.

2. BSBADV509 Create mass print media advertisements

This unit describes the skills and knowledge required to create mass print media advertisements that communicate key features of a product, service or idea to consumers. It applies to individuals working in a supervisory / management / start-up advertising role who are primarily responsible for development of mass print advertisements. Individuals undertaking this unit may develop mass print media advertisements themselves or coordinate a team to produce the advertisement.

3. BSBCRT501 Originate and develop concepts

This unit describes the skills and knowledge required to originate and develop concepts for products, programs, processes or services to an operational level. It applies to individuals who develop concepts for any business or community activity or process, such as marketing and advertising campaigns, staff development programs, information technology and communication systems, radio and television programs, entertainment events, films, exhibitions and digital media products.

4. BSBADM502 Manage Meetings

This unit describes the skills and knowledge required to manage a range of meetings including overseeing the meeting preparation processes, chairing meetings, organising the minutes and reporting meeting outcomes. It applies to individuals employed in a range of work environments who are required to organise and manage meetings within their workplace, including conducting or managing administrative tasks in providing agendas and meeting material. They may work as senior administrative staff or may be individuals with responsibility for conducting and chairing meetings in the workplace.

5. BSBMKG501 Identify and evaluate marketing opportunities

This unit describes the skills and knowledge required to identify, evaluate and take advantage of marketing opportunities by analysing market data, distinguishing characteristics of possible markets and assessing viability of changes to operations. It applies to individuals working in a supervisory or management marketing or advertising role within a marketing or advertising team or media organisation.

6. BSBMKG537 Develop a Social media engagement plan

This unit describes the skills and knowledge required to effectively plan engagement with a preferred target audience on social media. It applies to individuals working in a variety of marketing and communications occupational roles who have responsibility for developing social media plans and facilitating social engagement for themselves or an organisation.

7. BSBMKG508 Plan direct marketing activities

This unit describes the skills and knowledge required to plan direct marketing activities and develop marketing plans matching organisational objectives. It applies to individuals in a marketing management role who are responsible for planning direct marketing activities, including formulating direct marketing plans, and supervising the team implementing the plans. They may work in small, medium or large enterprises across a variety of industries.

8. BSBPUB503 Manage fund raising and sponsorship activities

This unit describes the skills and knowledge required to conduct and administer fundraising and sponsorship activities. It applies to individuals or organisations who typically have responsibility

for developing fundraising / sponsorship submissions, identifying funding prospects and budgets according to organisational requirements.

Interested?

Complete our questionnaire and email it back to us to book your free one-on-one consultation.

\Some details:

Your Name: _____

Contact email: _____

Contact Phone: _____

Current employment: _____

Briefly outline your answers:

1. What is the product / idea you want to launch (*either personal or work related*)?

2. Do you know how to crowd fund, raise capital or how to speak to investors?

*(Please circle) YES NO

3. Have you tried to launch your idea (*personal or work related*)?

*(Please circle) YES NO If YES, briefly detail:

4. Do you know your customers / competition?

*(Please circle) YES NO

5. Can you see yourself doing this for the next two years?

*(Please circle) YES YES * *If you want to succeed, no other answer applies!*

6. Have you found the Opportunity, the What-Ifs, the Wows and What Works?

*(Please circle) YES NO

7. Do you know how to speak to your audience, how to use Storytelling and how to start with a Hook (*your POD*) to get your product / idea launched (*personal or work related*) to bring in money?

*(Please circle) YES NO

Finally:

If you feel that you would like to speak with John VW to see if **TAM** is a good fit for you, contact us:

- E: jvr@tam.com.au – *subject line: Diploma Business/EI*
- W: www.tam.com.au – complete the questionnaire

We will then contact you for a time suitable to you for a one-on-one consultation.