

STREET **2**
BOARDROOM

'LEARN THE
LEGAL HUSTLE'

4-week motivational business course



ABOUT THE COURSE

'Learn The Legal Hustle' is a 4-week business programme that teaches participants the initial skills needed to set up their own business.

Our motivational business course is designed for people (18+) who have been caught up in illegal activities looking to transfer their skills and reshape their futures.

We give participants the knowledge and confidence to apply what they've learned from the street – to succeed in the legal hustle. The course is designed to inspire and set them on a progressive path.

Divided into 4 weeks and distinctive areas of study, the course covers a variety of business topics; including financial support, marketing, street business operations vs corporate business operations, business jargon, and more.

Members will also benefit from inspirational talks led by successful people who they can relate to.

The course takes place in a corporate environment between the hours of 9-5pm.

We believe that societies, communities and workplaces operate best when people are free to express themselves —because if we were all the same, we would never evolve. Everybody, regardless of background, has greatness within; it's time to start unlocking that. It's about inclusion, as well as diversity.

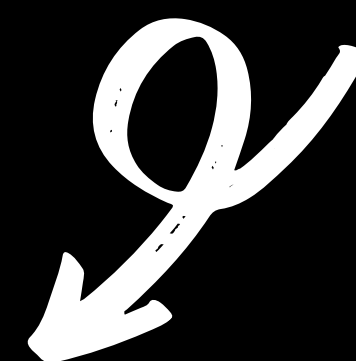
WEEK ONE

'Street Meets Boardroom, Boardroom Meets Street'

We start with introductions and discuss boundaries, respect and active listening.

We each agree to make a commitment to the 4 weeks of learning and start with some ice breakers, and collectively discuss why diversity is important in business.

Ollie Collard and Clinton Walker - course leaders, explain who we are, what our experiences have been and where we are heading.



Week one covers the following:

>> COURSE OVERVIEW

A run-through of what we'll be doing each week. As well as expectations and what participants hope to gain from the course.

>> REFERRAL PARTNERS

Who we are working with post programme – and how these connections can help participants after the course has ended.

>> STREET VS BUSINESS COMPARISONS

How street and business operations compare and vary
Structures, components and roles within a business
Idea generation and innovation
Confidence boosters

WEEK TWO

'Starting Out In The Legal Hustle'

The second week is all about getting to know each other better. We ask participants to share a little more about themselves - their backgrounds, strengths and future aspirations.

Participants are allocated into groups and they select team names.

WEEK TWO COVERS:

Different types of business - industries & sectors

Current world problems

(how they affect us personally and collectively)

Business Idea Innovation

Evaluating success and failures in business

Finalising a single idea business idea

Pricing of products and services

Marketing in Business

WEEK THREE

'How Legal Businesses Operate'

By week 3, we have learned the basics of legitimate business and it's time to cover how different business types operate, market themselves and make profit and loss.

WEEK THREE COVERS:

Sole Trader vs LTD Company

The Pros & Cons

Target Consumers

Psychographics & Demographics

Sales & Profit

How Businesses Make Money

Pitch Preparation

Building Confidence

Customer Transformation

How Products/Services Solve Problems

Business Roles

Parts to play in a business model

WEEK FOUR

'The Pitch'

The final week of the course is all about pitching, delivery and building confidence for a new start.

With participants, we review the top takeaways from the course, the expectations set from week one, and how the progression has formed.

WEEK FOUR COVERS:

What makes a great pitch?

Pitch practice

Final preparations

Referral partner pitches

Team business pitches

Audience Q&A's

Networking/Match Making

The future of opportunity for young people starts here.

CONTACT INFORMATION

www.street2boardroom.com
info@street2boardroom.com
w.williams@street2boardroom.com



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