

Build Your Business



Participant Guide

BSB30315 Certificate III in Micro Business Operations



Certificate III in Micro Business Operations - BSB30315
is conferred by Australasian Leadership Academy Pty Ltd
Registered Training Organisation ID 41012



Executive Summary

Build Your Business

About Edgeware Creative Entrepreneurship

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.

Since its foundation in 2005 it has helped more than 1,500 people start, grow or change their small business.

Edgeware's methodology and style is relevant and flexible, personalised, practical and enjoyable, in line with our company DNA: Make money, have fun, change the world.

Further information about Edgeware is at <http://edgeware.com.au/about/>, which includes a link to our Capability Statement.

**MAKE MONEY
HAVE FUN
CHANGE THE WORLD**

CREATIVE ENTREPRENEURSHIP



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The Program – What Is It?

“Build Your Business Program” has been delivered throughout Queensland, in urban, regional and remote locations, including the including Gold Coast, Moreton Bay, Sunshine Coast, Wide Bay/Capricornia, Central Qld, Northern Qld, Western Qld and Far North Qld.

It has involved participation from a very wide spectrum of trainees, including Indigenous, CALD, women, mature age, youth, education, corporate and public sector markets.

Edgware's participants have developed businesses in sectors such as arts, administration, bush foods, business support, consultancy, catering, child care, counselling services, creative industries, cultural heritage, dance, entertainment, events, education, engineering, fashion, gifts, health, horticulture, jewellery, marketing, social media, landscaping, project management, coaching, retail, security services, transport, trade services, tourism, hospitality, light manufacturing, primary production, catering, markets, writing, Indigenous cultural training, and youth and community support.

Our planning discussions with clients and collaborators over this time span supports the suitability and currency of the resources, delivery and assessment methodology, and the current industry skills of trainers and assessors.

As an outcome of these experiences and in response to this demand, Edgware's courseware and methodology has been designed to be highly reflexive, responsive and flexible, suiting a wide range of learning aptitudes and styles, with the result of extremely high completion rates and positive customer response, most importantly in a high degree of integration of training outcomes with real enterprise creation.



Australasian Leadership Academy – ALA

ALA is the proud RTO partner of Edgware for the **BSB30315 Certificate III in Micro Business Operations** (Registered Training Organisation - RTO ID 41012).

ALA will provide access to your online Enrolment and ALA Training Portal.

On successful completion, ALA will issue your Qualification and Statement of Results or Statement of Attainment (if full certification is not obtained).

It is also ALA's role, as the RTO, to ensure quality of the program delivered and the assessment process. As part of this process, we will provide a Participant Feedback at the end of the Program to ensure continuous improvement.

ALA contact email: info@australasianleadership.com

Enrolment & Assessment Submission Process

On acceptance into the program, Edgware will notify the ALA team. You will then receive a welcome email and instructions on how to access your ALA Training Portal.

What is ALA Training Portal?

This is where you can access:

- ALA Enrolment and complete your USI (for all Australian participants)
- Program information & templates
- Assessment Tasks – where you will upload completed tasks / activities / evidence
- Assessor Feedback and track the progress of your assessment

NB: keep your Username and Password in a safe place as you will need it to access all of your assessments and track your progress with your assessor.

Copies of the **Participant Guide**, **USI Fact Sheet**, **Cert 3 Guarantee Fact Sheet** (where applicable), **Program Instructions**, **Templates** and **Candidate Declaration** for this program will all be available for download and reference on your ALA Training Portal. Download each and complete as requested.



About the Qualification

BSB30315 – Certificate III in Micro Business Operations

Qualification Description:

This qualification reflects the role of skilled independent and micro-business contractors who apply a broad range of competencies in varied contexts, using some discretion and judgement and relevant theoretical knowledge. They may provide technical advice and support to a small team.

Core Units		
Micro business	BSBSMB301	Investigate micro business opportunities
	BSBSMB302	Develop a micro business proposal
	BSBSMB303	Organise finances for the micro business
	BSBSMB304	Determine resource requirements for the micro business
	BSBSMB305	Comply with regulatory, taxation and insurance requirements for the micro business
Chosen Electives		
Micro business	BSBCRT301	Develop and extend critical and creative thinking skills
	BSBFIA301	Maintain financial records
	BSBSMB414	Time management for small business
	BSBWOR301	Organise personal work priorities and development
	SIRXQUA001A	Develop innovative ideas at work

Getting Started

INSTRUCTIONS FOR:

Build Your Business



You will have the opportunity to think about how you can “apply your learning” into your workplace. You will be asked to reflect on your own experiences and organisation as you progress through each module. There are research questions and tasks you will need to complete in your own workplace.

What you need to do to complete the program:

Designed specifically for startup entrepreneurs to develop core entrepreneurial and small business management skills through engagement with a proprietary set of strategic planning tools which generate a **One Page Business Plan**.

National Accredited Program responsive to expressed needs of startup owner-operators, partnerships and entrepreneurs (e.g. managers working within NFP context)

The **Blended Program** includes:

- **Three phases:** an ‘**Intensive Workshop Phase**’ followed by a period of ‘**Application Phase**’ of tools in authentic workplace context, completed by a ‘**Conclusion / summary Phase**’ - capstone day-long workshop ('Report')
- **6 x 1 day workshops** (5 in 'Workshop' program plus one 'capstone' workshop ('Report'))
- **3 x Round table discussions** ('GAS Groups') during Workshop phase, plus (min 2) GAS Group discussions during 'Application' phase
- **1:1 coaching and mentoring** (informal, negotiated and needs driven)
- Nationally accredited - Certificate III in Micro Business Operations BSB30315
- Provision of tool templates and supporting notes plus **One Page Plan** template
- The self-paced **eLearning Program** includes:
 - Access to three proprietary web courses (informal - asynchronous access to reinforce Course and Application learnings) - **Build Your Business, Build Your Prosperity and Build Your Resilience** (<http://edgeware.com.au/online-courses/>)
 - Support notes (including web links) for online Knowledge Questions
 - Email support for online work

Program Outline

BSB30315 Certificate III in Micro Business Operations

Build Your Business

WORKSHOP PHASE (6 WEEKS)

NOW (Situation Analysis)

- DAY 1 – Planning tools
- DAY 2 – Planning tool, Marketing Plan
- GAS GROUP 1 - Peer-driven conversations undertaken with informal tutorial guidance (incl. email and phone support as required) and with reference to the document 'GAS Groups – Guidance'.

WHERE (Preferred Future)

- DAY 3 – Planning tools, Financial Plan
- GAS GROUP 2 – as above
- ONLINE – Introduced here, due on DAY 5. Online research and interactions, online knowledge questions

HOW (Actions for Implementation)

- DAY 4 – Planning tools, Time Management Plan
- GAS GROUP 3 – as a above
- ONLINE – continues (as above)

HOLISTIC (Summative Aggregation of Tools/Outcomes)

- DAY 5 – One Page Business Plan (for use in 'APPLICATION' phase), Presentation to group, Deadline for Online Knowledge Questions submission

APPLICATION PHASE (up to 8 WEEKS)

- Self-paced application of tools and One Page Business Plan, (min) 2 x GAS Group meetings, revision of One Page Business Plan (inc Financial and Marketing Plans) in response to market feedback

CONCLUSION / SUMMARY PHASE

- DAY 6 – Capstone: presentation of Report and peer feedback, planning for follow-through into early stages of trading, delivery of summative evaluation instruments





Activity	
WORKSHOP PHASE	
Induction	Introduction, compliance, course briefing & funding eligibility
TRAINING DAY 1	NOW Tools - Two sentence value proposition, Customer & product /service breakdown, What is success for my customer?, Changes effecting my business
TRAINING DAY 2	NOW Tools - Competitor analysis & strategy; HOW tool – Marketing Plan
GAS GROUP 1	Peer-driven conversations undertaken with informal tutorial guidance (incl. email and phone support as required) and with reference to the document 'GAS Groups – Guidance'.
TRAINING DAY 3	WHERE tools - Business goals (holistic), Business goals (financial, personal, social); HOW tool – Financial Plan
GAS GROUP 2	(as above – GAS Group 1)
ONLINE (Asynchronous – engaged throughout remainder of course)	Implementation of online learning activities , focus on Legals (business structures, IP, regulation, taxation, insurance), bootstrapping and ROI (Return on Investment). Engagement in online research and completion of online knowledge questions
TRAINING DAY 4	HOW tools - Creative action planning (SWOT), Impact/Ease (actions), Impact/Ease (graph)), Setting priorities, One Page Business Plan (Intro)
GAS GROUP 3	(as above – GAS Group 1 & 2)
TRAINING DAY 5	One Page Business Plan and Presentation , Peer review and feedback
APPLICATION PHASE	
Application of 'Workshop Phase' learnings to workplace	Prototyping and trialling, practical market research and feedback, supply chain development etc. Flexible delivery, including coaching/mentoring (P2P, online platforms, email, phone) negotiated with participants and predicated on need.
GAS GROUPS	(2 x minimum)
CONCLUSION / SUMMARY PHASE	
FINAL DAY 6	REPORTING AND FORWARD PLANNING DAY

WORKPLACE APPLICATION

What you need to do to complete the Workplace Application:

During the eight weeks of the Workplace Application phase of the course, you will:

- Engage in a minimum of two GAS Groups, referring to GAS Groups Guidelines, and complete for submission your GAS Groups Assessment Tool
- Access the Edgware Online Courses (*Build Your Business, Build Your Prosperity, Build Your Resilience*) for the purpose of reflection and deepening your learning, and seek assistance where necessary

In light of workplace/business experience, you will also:

- Revise your One Page Business Plan and its component documents tools
- Revise the Financial Plan and its component documents/tools
- Revise the Marketing Plan and its component documents/tools

Prepare a final project Report for personal delivery in Day 6 (the capstone event of the program)

GAS GROUPS

GAS Groups ('Group Action Sessions') are peer-driven conversations undertaken with informal tutorial guidance (including email and phone support as required). They continue throughout the course.

Structure is provided informally and through the Gas Groups Guidance Sheet. Their intention is to encourage creative discussion and generation of practical strategies. Participants report on outcomes of these sessions by completing and submitting a GAS Groups Checklist (during the Workshop Phase) and, following the Workplace Application phase, the GAS Groups Assessment Tool. During the Workplace Application Phase, GAS Groups continually reference and revise outputs of the 'NOW' toolset.

ONLINE KNOWLEDGE QUESTIONS

You are required to complete Online Knowledge Questions, which are accessed through the ALA Training Portal (URL below).

Your responses to the online questions can be completed at your own pace, and progressively saved as you progress through them.

ALA Training Portal - <http://training.australasianleadership.com/>

Other Notes:

[illegible]

FINAL STEP TO COMPLETE THE BUILD YOUR BUSINESS PROGRAM!!!

CHECKLIST



Have you completed all aspects of the program listed below?

- ☐ 6 workshops and activities - **NOW, WHERE, HOW & HOLISTIC**
- ☐ Participated in and completed reports for GAS Groups
- ☐ Completed online learning activities and Knowledge Questions
- ☐ Completed and submitted **“Workplace Application”** tasks for each module on ALA Training Portal
- ☐ Completed & submitted **Workplace Application Report & Presentation**
- ☐ Completed **One Page Business Plan**
- ☐ Completed Final session – **Reporting & Forward Planning Day**
- ☐ Completed the **Training & Employment Survey** as a condition of the government subsidised program (for Certificate 3 Guarantee funded participants only).

If you tick **“Yes”** to all.....log into ALA Training Portal at

<http://training.australasianleadership.com/>

Then go to the “Final Checklist & Candidate Declaration” task to complete the **“Candidate Declaration”**.

This is your final step.....The **“Candidate Declaration”** is confirmation that you have completed ALL sections of the assessment and your assessment evidence is your own work and contains no material written by another person except where due reference is made.



For more information or to contact your Program Manager

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