

Beginning our
journey

Introduction



Day schedule: 8
hours/day: 1 hour
lunch, 10 min.
between classes

Day 1 Introduction

Introduction What is this about

Ice-Breaker exercise
Our goals, expectations
About us
Lunch
What's a culture?
Discussion
Dare to Dream ...
Values
Reflection... group
discussion

- What's this about ?
- Why you?
- Next four weeks
- Our commitment
- Your commitment
- End game
- Reflection

Format:

1. 15 min. of class discussion
2. 30 min. of exercise by teams
3. Break

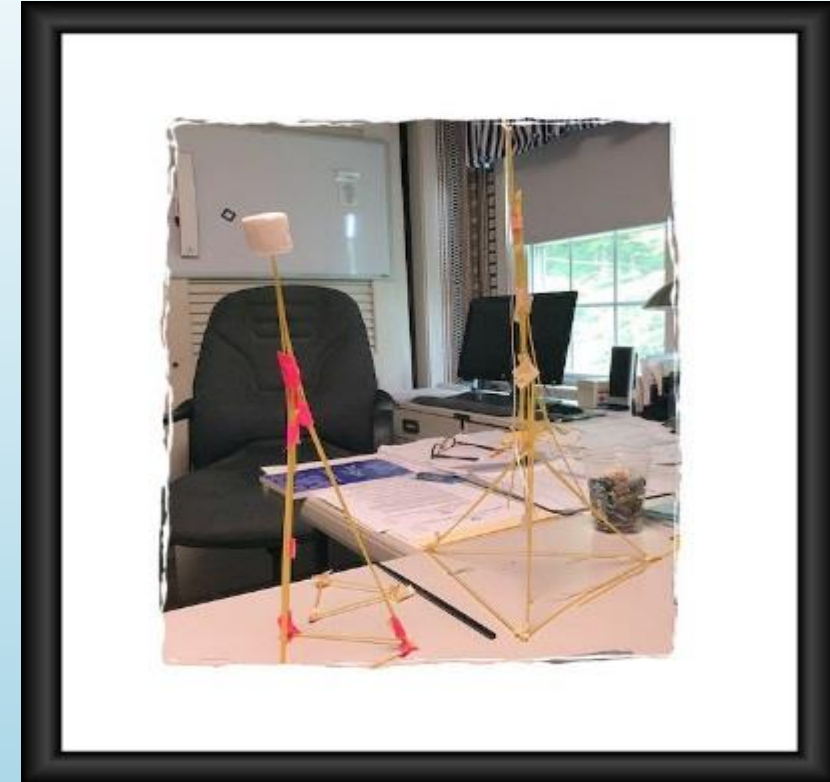
Introduction What is this about

Build a tower...

Marshmallow project

Questions / Reflection **Form**
groups and discuss questions
after the Marshmallow building
project

Ice-Breaker exercise



- Becoming part of a team and its values
- Make your team members successful
- Understanding the company's relationship to you
- How teams are all around us

Exercise:

Our goals, expectations

- Non-profit ... MA State
- 501-c-3 IRS status
- Building an organization ...
- Looking for community partners/ business
- Talking to stakeholders about needs
- Looking for people who want to be part of helping society

About us

Exercise: Discuss & add

Recognize that you own your learning and are responsible for its success

Think of yourself as in your own business of learning,. What are you going to do to be successful?

“Students need to change their disposition toward school; away from being directed by someone else to an attitude of working for your-self—agency, self-discipline, initiative and risk-taking are all important on the job.”

- students should use a to-do list, develop a personal learning plan and create a portfolio of their best work
- They learn to self-manage their time, reflect on how things are going against the plan and how to check-in when they know they need support.

Lunch ... Think (Reflect) about & Discuss

- **Key values are:**

- Respect, Trust, Empathy, Kindness, Curiosity, Innovation, Persisting, Flexibility, Continuous learning, Humor and Taking responsible risk.

Exercise:

- Make a list of values in importance
- Video our strength

Dare to Dream ... Values

The sum of attitudes, customs, and beliefs that distinguishes one group of people from another. Culture is transmitted, through language, material objects, ritual, institutions, and art, from one generation to the next.

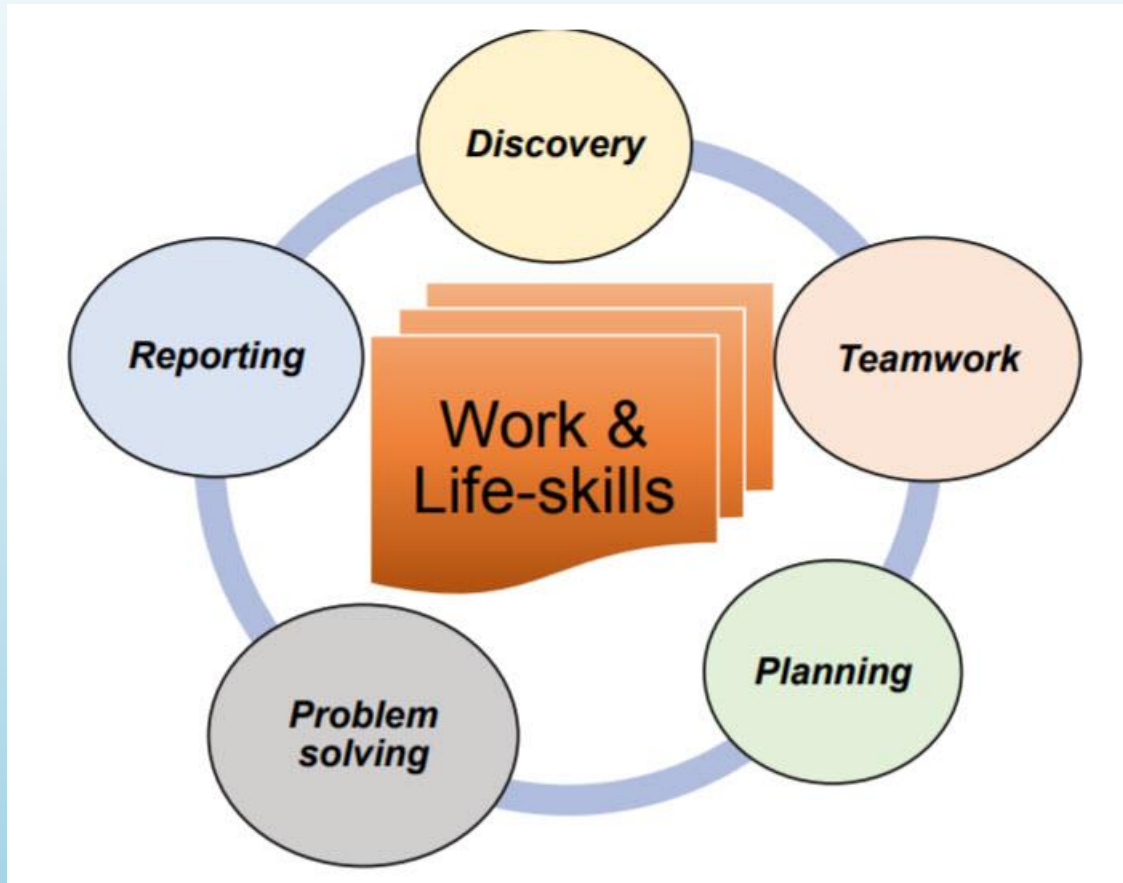
Organizational Culture

What do we want it to be?

- **Example:** the team/ school will foster a culture of a learning environment, with all treated as adults and with respect.

What's a culture?

Exercise: Discuss & add



Reflection

Exercise: Discuss & add

Videos

Culture of an organization

<https://youtu.be/gficoigz1xs>

Video

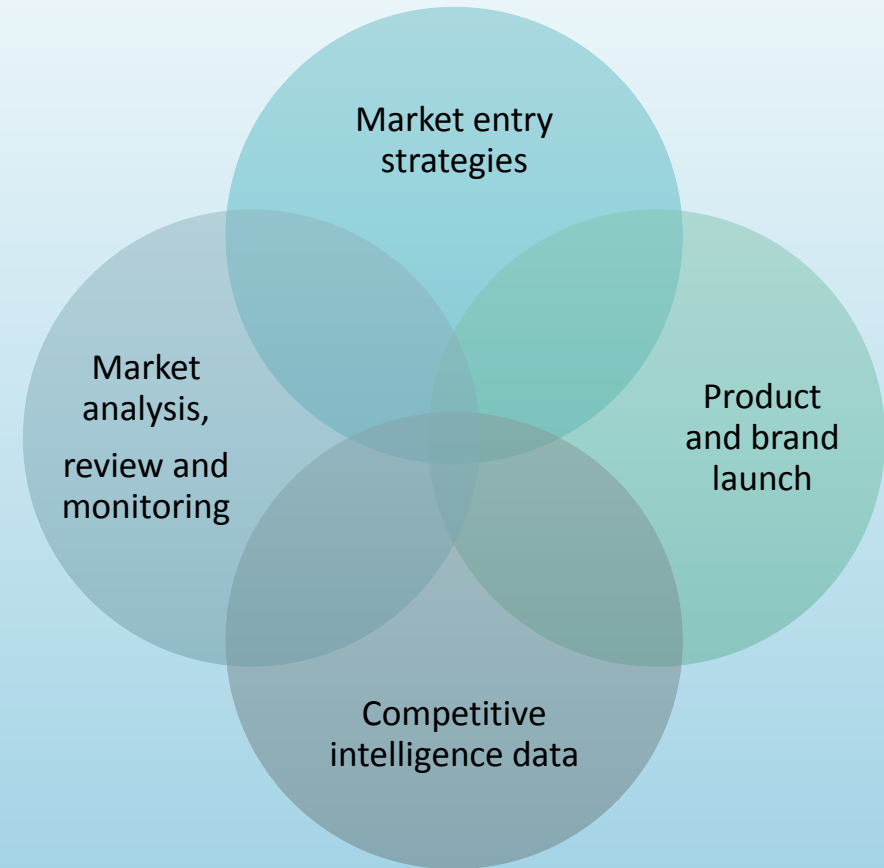
24 ways to improve culture

<https://youtu.be/PW-ivdroycc>

- State the customer's needs and requirements as you understand them.
- Example:
 - Contoso, Ltd. has several new products in research and development that are scheduled to go to market in FY [Date].
 - Now is the time:
 - to identify the target market for these products.
 - to understand how to best brand and position them.
 - to identify competitors and benchmark their success.
 - Also consider ongoing support to help you respond to changes in your market.

Business Opportunities

- List the products or services your company provides that will help the customer achieve their objectives.
- Example:
 - Using a variety of research methodologies, Trey Research can provide support in the following areas:



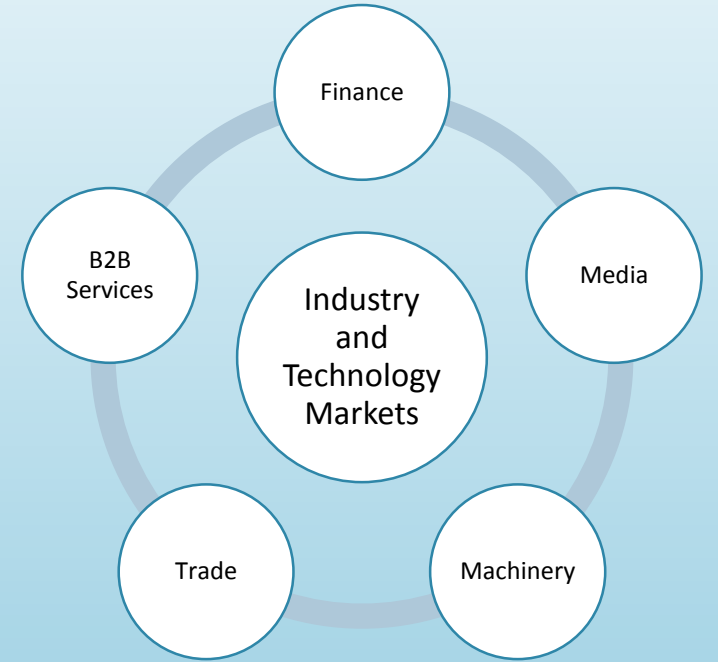
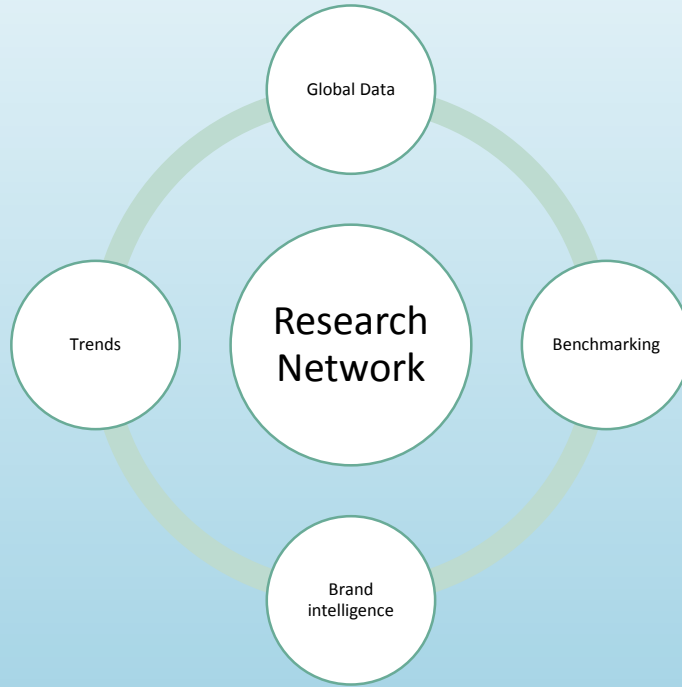
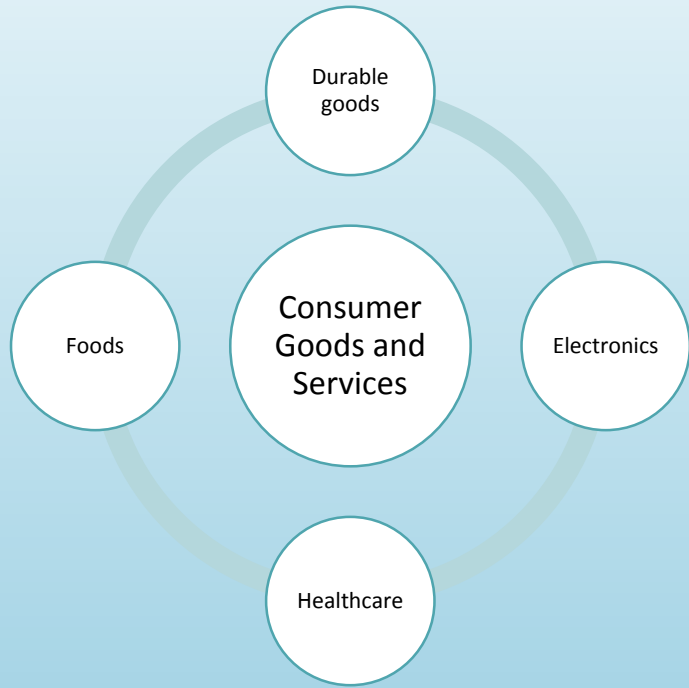
Our Products and Services

- Point out financial benefits to the customer.
- Compare costs of your product or service with one or more competitors.

Custom Research Service	Trey Research Cost*	Company A Cost*
Market entry analysis	X	X
Industry benchmarking	X	X
Pricing and brand analysis	X	X
Forecasting and planning	X	X
Subscription Research Service	X	X
Consumer industry market reports	X	X
Online global business intelligence database	X	X

* Cost of custom research service depends on project scope

Cost Comparison



Our Strengths

- Summarize the key benefits provided by the product or service you are promoting.
- Example:
 - Investment in market research is an investment in your product's success!
 - Know your customer
 - Know your competition
 - Timing is everything
 - Track and adjust

Key Benefits of Product or Service

- Outline the next steps for ordering or purchasing your products or services.
- Example:
 - To commission research from Trey Research:
 - Define the project
 - First, we'll meet with you to define your project.
- Submit a research proposal
 - Then, we'll submit a proposal for your evaluation.
- Begin the research
 - When the proposal is approved, we will assemble an experienced team to conduct your research and analyze the findings.
- Provide ongoing support
 - We will continue to work with you after we deliver your report so you get the most value out of the research findings.

Next Steps

- Provide contact information for key personnel from your company.
- Provide e-mail and Web site information, if appropriate.

Contact Information