



Program Objective and Overview

Congratulations on your decision to start a business! Whether you are in the formation period or have been in business for a while, this is a big decision, one where there are many considerations: leaving the security of a job, investing money, committing to long days and weekends. Marketing and financial research are critical to making good decisions for your business. Equally important, and frequently overlooked, is the research and evaluation of the interpersonal style of the business plan and partners. This is particularly true when it involves forming new working relationships or when an existing relationship is faced with new circumstances.

According to the SBA Office of Advocacy, about two-thirds of businesses with employees survive at least two years, but only 50 percent make it to the five year mark and just one-third celebrate their 10-year anniversary.

Aaron Hoddinott, founder of Capitalist Creations, has identified that trust, values, expectations and resilience – all sources of interpersonal communication differences – are the leading sources of failed business partnerships. A business partnership is like a marriage – discussing your different styles around finances, house cleaning, etc. – are values that each partner brings to the relationship and cannot be ignored if the union is to be successful. We bring the same values and work ethics with us into a business partnership. Wouldn't it be a good idea to not only discuss the legal entity agreement but also have an agreement about the how partners are going to communicate, address conflict and manage the business together? The investment in an *Interpersonal Business Blueprint* could mean the difference between success and failure.

This program includes:

- A pre-session commitment meeting (2 hours)
- Up to four facilitated meeting sessions (3 hours each) plus a post program check-in after 3 months

The mediator will guide you and your partner(s) through a process to develop understandings and agreements with regard to:

1. Expectation of self and others
2. Interpersonal equity and ownership
3. How business and personal crisis will be addressed and handled
4. How disputes will be handled and resolved

Sessions are offered virtually and include support in-between sessions as needed. Conflict Coaching is also available as an add-on individual service.

Fee for Program: \$1995 (for 3 partners; each additional partner is \$495)