



Propel

Accountability Workbook

Evolve & Innovate



Propel

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How to Use This Guidebook

The [Propel](#) Accountability Workbook will help you track your progress and document your leadership and business accomplishments, challenges, and opportunities. As well, it is a guide on the essentials of The [Propel](#) program so that we all know how to best work together. We will always strive to maximize our time together to help you achieve success in your business.

What is accountability?

As an entrepreneur, you are the leader and decision maker of your business. To address the myriad of business activities needed to operate, plan, and strategize your business, you need strategies and tools to hold yourself accountable. Accountability ensures that you deliver on the priorities and goals you set out.

What accountability strategies work for you?

We are all unique in our motivations and how we manage our many roles and responsibilities as entrepreneurs, leaders, mothers, spouses, daughters, and friends. Therefore, you will find that certain strategies for accountability will work better for you than others.

[Propel](#) is designed with accountability strategies already in place! Here is what will happen during your time in [Propel](#). By using this guidebook, you will commit and participate in these strategies and perhaps, develop some new ones.

Propel's Accountability Strategies

- You will share your accountabilities in the monthly live sessions with your Cohort Members. Saying what you will accomplish out loud to your peers can be motivating!
- You will write down your priorities, goals, accomplishments, and improvements to reinforce your commitment and to remind you of what needs to get done. This guidebook encourages you to write down and track your progress throughout the year.
- You will review your performance and celebrate your accomplishments. Think of this guidebook as your personal journal.

Ready to dive in?

Welcome to Propel

Propel is a one-year training program developed as part of the Government of Saskatchewan's "Scale Up for Entrepreneurs Initiative". This training, designed specifically to help Saskatchewan women entrepreneurs in growing and scaling their businesses, provides opportunities to obtain micro-credentials, and have access to coaching and mentorship.

Recognizing that women entrepreneurs' needs are different between early-stage business versus more mature ones, WESK has designed Propel to meet women entrepreneurs where they are. Meet the two training streams of Propel:

Evolve & Innovate Training Stream

This stream provides the learning essentials for solo entrepreneurs with two to four years in business operations. This stream focuses on generating consistent sales, an area that is often challenging for early-stage companies.

People & Profit Training Stream

Entrepreneurs with businesses in operation for at least four years and/or with one or more employees are encouraged to participate in this stream. This stream of Propel concentrates on enabling businesses to expand their profitability through people and processes

The Propel Community

The success of The Propel program relies upon information sharing amongst your cohort:

1 PEER LEARNING

Peer to peer learning that the Cohort Members gain from one another.

2 MEMBERS

Information sharing between the members and monthly module Facilitator; and

3 WESK TEAM

Information sharing between the WESK Program Team, the WESK Program Coordinator and Cohort Members

Propel's Agreement of Intent

The purpose of this agreement is to maintain the integrity and privacy of Propel cohort's so that all members feel comfortable in hearing and sharing personal information during the meetings and other program gatherings.

Confidentiality and Safety

Within this cohort, I will honour each member by keeping discussion shared within the cohort confidential. I will commit to contributing positively towards a safe space to share in each and every board meeting. I will maintain confidentiality, meaning that I will not disclose any details of my fellow cohort member's business and personal sharing, unless they've explicitly provided consent to do so (for example, if their business opens a new location and they want the cohort to help spread the word). I will also leave blame, judgment, comparison, and competition outside of our safe space.

Commitment and Respect

I will commit to attending all meetings and to being on time for each board meeting, as well as my scheduled coaching call. Should circumstances arise beyond my control and I am unable to attend, or I will be late, I will contact the Propel Program Coordinator to advise her. I understand that if I miss more than two (2) Board meetings in one program year, I will be required to meet with the WESK Program Staff and the Board Chair to determine if I will continue with Propel.

Growth and Feedback

I will be open in giving and receiving constructive, positive comments to/from my cohort members. I will actively participate by presenting relevant issues and will be open to the comments and suggestions made to me.

Community and Belonging

I will be invited and encouraged to share, but I will not be pushed if I am not ready to do so. I will honour and make everyone feel welcomed and a part of the group. I will commit to doing the pre-work required for the sessions, which will include a self-led learning module and an activity/assignment as provided to enhance our learning and implementation.

If it becomes apparent that a member of the group is discussing a person or business with whom I am acquainted, I agree to acknowledge this relationship immediately. If I feel uncomfortable or feel there is a conflict of interest, I will request the conversation cease or alternately, I may remove myself from the room until the conversation is complete.

Unless I anticipate an emergency telephone call, I will turn off my phone during meetings.

Issues with a Cohort

If I have an issue with a Cohort Member's behavior, it is expected that I will discuss the concern solely with the Propel Program Coordinator, and not with other cohort members. WESK will review the concern and determine a course of action. If the concern is in relation to non-compliance with the Code of Conduct, WESK will discuss with the Cohort Member immediately and attempt to resolve the non-compliance. If the non-compliance continues after the first warning, WESK will book a meeting with the Cohort Member to further review the non-compliance. The need for a third warning will result in the Cohort Member being asked to step down from the program.

Replacement of Board Members

If a Cohort Member must exit the program for personal or business reasons or is asked to step down from their spot in the program, a new Cohort Member will not be selected as a replacement.

Roles and Responsibilities

To understand the function of Propel, the roles and responsibilities of the Module Facilitator and cohorts are outlined below:

Propel Module Facilitator

Module Facilitators will lead the monthly live sessions, each module will have a different Facilitator. Each cohort will have 8-12 women entrepreneurs grouped by similar entrepreneurial phases.

Propel Module Facilitator Responsibilities

- ✓ Attend assigned monthly live sessions.
 - ✓ Keep sessions on-track by ensuring that the meeting format and provided Discussion Guide is followed
 - ✓ Provide information and insight from their knowledge and experience
 - ✓ Provide opportunities for Cohort Members to take risks within the group; and guide the members in taking risks that could assist in scaling their business
 - ✓ Encourage all members to participate actively in the cohort and facilitate balanced sharing in the group
 - ✓ Acknowledge and celebrate successes
 - ✓ Keep what is shared within the group absolutely confidential
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The Cohort Role

Without the dedication of each and every Cohort Member, a group cannot function. Cohort Members are expected to be committed to their cohort and the discussion process. They are expected to honour the Agreement of Intent and to adhere to the confidentiality agreement.

Cohort Members must be open to sharing their experiences, challenges, issues, ideas and solutions with the other members of their cohort. They must also be open to change and to receiving both creative and critical comments. A Cohort Member may be asked to go beyond their comfort level in discussing possible solutions to a difficult situation. A Cohort member needs to take new ideas and be proactive in working on action plans to meet goals. Cohort Members will also be required to provide feedback to guide the Propel process.

Cohort Member Responsibilities

- ✓ Complete all learning modules and assignments
- ✓ Attend all monthly live sessions and retreats
- ✓ Identify specific goals they would like their Propel cohort to help them achieve
- ✓ Take an action-oriented approach to problem solving
- ✓ Provide networking leads that may be helpful to other Cohort Members
- ✓ Help other Cohort Members with their development
- ✓ Use this accountability workbook as a tool to maintain a journal/ideas/thoughts/reflections to aid in setting goals and evaluating progress
- ✓ Be open to the suggestions and creative comments offered to them by fellow cohort Members and the Module Facilitator
- ✓ Keep what is shared within the group confidential
- ✓ Complete program evaluations and surveys



Calendar of Events - Evolve and Innovate

Throughout the year, we will introduce topics pertaining to leadership, finance, operations, human resources, and marketing. You can explore what your business will strive for and accomplishment in these areas.

April - May 2022

Micro-Credentials

June 2022

Opening Retreat

July 2022

Determining Your Competitive Advantage through Market Research

August 2022

Break

September 2022

Practical Digital Marketing

October 2022

Customer Experience Essentials

November 2022

Business Plan Refresh

December 2022

The Art of Pitching

January 2023

Closing Retreat + Pitching to Panel of Entrepreneurs

Feb-Mar 2023

Coaching and Mentorship





Calendar of Events - People and Profit

Throughout the year, we will introduce topics pertaining to leadership, finance, operations, human resources, and marketing. You can explore what your business will strive for and accomplishment in these areas.

April - May 2022

Optional: Micro-Crednetials

June 2022

Opening Retreat

July 2022

Leveraging Capital for Growth

August 2022

Break

September 2022

A Culture of Success

October 2022

Marketing & Branding for Growth

November 2022

Operations for Future Ready Companies

December 2022

The Art of Pitching

January 2023

Closing Retreat + Pitching to Panel of Entrepreneurs

Feb-Mar 2023

Coaching and Mentorship



Propel Monthly Meeting Sessions

Each month, Propel delivers a self-led learning module and monthly live session focusing on a specific business topic. To prepare for the monthly live sessions, the Cohort Members will complete the self-led learning module and activity. During the monthly session, a module Facilitator leads the discussion, provides advice, and discusses member accountability for next month.

Propel Workspace

Each cohort will have a webpage providing Propel's resources. You will find:

- Propel Program Coordinator contact information
 - Cohort Directory
- Monthly Learning Modules and Activities
 - Evaluation forms

Business Strategy

Let's get started.

Now, let's strategize your business!

We have provided a template for you to work on throughout the year. If you have your business strategy completed, good for you! Now you can execute on your strategy. If you haven't completed your strategy, it is time to get started.

Here's how to complete the business strategy template. Questions are provided below to guide you.

Purpose

Why did you create this business?
What is the dream?
What gets you out of bed in the morning?

Vision

What are you aiming to achieve?

Mission

Why are we building this business?
How will you achieve your vision and purpose?

Focus

What direction are you taking your business this year?

Key Objectives

What will you work on this year?
Does it align with your vision, mission and purpose?

Initiatives

What are the priorities?
Does it align with your vision, mission, and purpose?
How will you execute on these priorities?

Key Performance Indicators

How will you measure it?
Are you measuring the right things?

Business Strategic Plan Template

2022-2023 STRATEGIC PLAN				
PURPOSE:				
MISSION:				
VISION:				
YEAR FOCUS:				

KEY OBJECTIVES				
LEADERSHIP	FINANCE	OPERATIONS	HUMAN RESOURCES	SALES & MARKETING
INITIATIVES				
KEY PERFORMANCE INDICATORS				

Propel Kick off Retreat - June

You can use this as your checklist and journal for your leadership and business journey.

Keynote & Workshop	Here's What I Discovered
KeyNote	<p>My Key Learnings</p> <ol style="list-style-type: none">123
Workshop	<p>My Key Learnings</p> <ol style="list-style-type: none">123
Retreat Overall	<p>My Key Learnings</p> <ol style="list-style-type: none">123

June: Understanding Your Profit Model

Monthly Session

My Key Learnings (List up to 3):

My Accountability

Last month I said I would do...

This is what I did...

Today I learned...

By next month, I will...

Monthly Cohort Session:

Session:

Lessons Learned from my Cohort:

My Key Takeaways:

June: Understanding Your Profit Model

My Development

What have I learned about myself?

What can I work on as a business owner?

June: Understanding Your Profit Model

My Business Progress

My Business Opportunities

My Business Challenges

June: Understanding Your Profit Model

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

July: Determining Your Competitive Advantage Through Market Research

You can use this as your checklist and journal for your Propel journey.

Monthly Session	
My Key Learnings (List up to 3):	Monthly Cohort Session:
	Session: Lessons Learned from my Cohort:
My Accountability	My Key Takeaways:
Last month I said I would do...	
This is what I did...	
Today I learned...	
By next month, I will...	

July: Determining Your Competitive Advantage Through Market Research

My Development

What have I learned about myself?

What can I work on as a leader?

July: Determining Your Competitive Advantage Through Market Research

My Business Progress
My Business Opportunities
My Business Challenges

July: Determining Your Competitive Advantage Through Market Research

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

September: Practical Digital Marketing

My Development

What have I learned about myself?

What can I work on as a business owner?

September: Practical Digital Marketing

My Business Progress

My Business Opportunities

My Business Challenges

September: Practical Digital Marketing

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

October: Customer Experience Essentials

You can use this as your checklist and journal for your leadership and business journey.

Monthly Session

<p>My Key Learnings (List up to 3):</p> <p>My Accountability</p> <p>Last month I said I would do...</p> <p>This is what I did...</p> <p>Today I learned...</p> <p>By next month, I will...</p>	<p>Monthly Cohort Session:</p> <p>Session:</p> <p>Lessons Learned from my Cohort:</p> <p>My Key Takeaways:</p>
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October: Customer Experience Essentials

My Leadership Development

What have I learned about myself?

What can I work on as a leader?

October: Customer Experience Essentials

My Business Progress

My Business Opportunities

My Business Challenges

October: Customer Experience Essentials

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

November: Business Plan Refresh

You can use this as your checklist and journal for your leadership and business journey.

Monthly Session	
My Key Learnings (List up to 3):	Monthly Cohort Session:
	Session:
	Lessons Learned from my Cohort:
My Accountability	My Key Takeaways:
Last month I said I would do...	
This is what I did...	
Today I learned...	
By next month, I will...	

November: Business Plan Refresh

My Development

What have I learned about myself?

What can I work on as a leader?

November: Business Plan Refresh

My Business Progress

My Business Opportunities

My Business Challenges

November: Business Plan Refresh

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

December: The Art of Pitching

You can use this as your checklist and journal for your Propel journey.

Monthly Session	
My Key Learnings (List up to 3):	Monthly Cohort Session:
	Session: Lessons Learned from my Cohort:
My Accountability	My Key Takeaways:
Last month I said I would do...	
This is what I did...	
Today I learned...	
By next month, I will...	

December: The Art of Pitching

My Development

What have I learned about myself?

What can I work on as a leader?

December: The Art of Pitching

My Business Progress

My Business Opportunities

My Business Challenges

December: The Art of Pitching

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?