

Taking the Leap: Launching & Expanding Your Business

Queen Creek, Arizona

#PHXEastValleyInnovates

A Few Reminders....

- Introductions
- Sign In
- Reception Following
- Format



Thank you to Old Ellsworth Brewing Company!



Workshop Agenda:

- 2:00 p.m.** Registrations, Welcome & Announcements
Opening
Erica Ballesteros, The Change Project
Fast Paced/Ignite Style Presentations
Derek Neighbors, Gangplank
Roadmap to Basics
Brian McKean, Old Ellsworth Brewery
Driving Your Growth
Mike Simmons, Catalyst Sale
Connecting Entrepreneurial Communities
Seth Wells & Jake Trayer, Palette Collective
- 3:00 p.m.** Break
The Power of Perfecting Pricing
Justin Rohner, Queen Creek Botanical Gardens
Navigating The Red Tape
Matt Aronson, Schmear Bagelry
Panel Q&A
(Moderated by Mike Simmons)
- 4:00 p.m.** Conclusion

For more information:

WWW.PHXEastValleyInnovates.com

Erica Ballesteros



Erica Ballesteros, Founder & Chief Energy Officer, The Change Project

Erica has an infectious zest for life, massive heart, and desire to influence ripples of positive change that contribute to creating a thriving and prosperous community. Erica spent nearly 15 years in Recruiting & Training & Development, and passionately serves as the Chair of the Queen Creek Chamber Education Committee to aide in strengthening youth employability & overall life readiness efforts.



WORKFORCE DEVELOPMENT TRAINING COURSE

THE CHANGE PROJECT

Empowering our youth with the keys for leading a life more fulfilled, accomplished, & satisfied.

HOW WE MAKE A DIFFERENCE



INFLUENCING POSITIVE CHANGE

Committed to expanding beliefs of what is possible & transforming more desires into reality for our youth, and community at large.



DRIVING GROWTH

Closing the soft skills gap & directing the pathways that exist for our future workforce to navigate to help build thriving & prosperous communities.



BUILDING CONNECTIVITY

Building ROR: Return on Relationships is how this program flourishes & unites us as a whole in meaningful, significant ways.



NEVI HAUPTMAN-MAY '19 GRAD

- *Greatest Benefit: Switched Career Pathway in alignment with passion*
- *Success Story: (3 months post-grad): Internship @ Peterson Family Orthodontics*
- *"Erica has changed my life in many ways! Being apart of this program has helped me tremendously. She has helped raise my self-confidence more and also my confidence in working with others. This is really a life changing program!"*

BEN HOUSHOLDER-MAY '19 GRAD

- *Greatest Benefit: Increase in self-confidence*
- *Success Story (6 months post-grad):*
- *"I'm happy to announce that I am now an Eagle Scout. Out of all of the people who has been a mentor to me, taking your program gave me the push I needed to finish out my Eagle. Thank you for that!"*



THE CHANGE PROJECT, LLC 2019









Garrett
I really loved what you had to say.
I've always loved design, and
making things look pretty. I
feel like I related to you the
most.



Dear Mr. Brown (or Garrett, whatever you
like to be called),

Out of everyone's stories, yours was
the most inspiring to me. Why should I
have to put my passions on the back
burner for something realistic? That being
said, I will still have a backup plan
and realistic standards; However, I'm
mainly going to focus on my music from
this point on. You lit the fire under me
that has been gone for years. If
someone else can make a living out of
their passion, so can I. Thank you
Sincerely,

Wendy





THE CHANGE PROJECT
EMPOWERED YOUTH
2019 WORKFORCE DEVELOPMENT COURSE GRADUATES







COURSE GRAD GETS HIRED

MEGAN ANDERSON

- Primary Goal During Course: to land her first J-O-B
- 3 x Leading Sponsor- Aura C Electric reached out to explore students for Office Administrator opening
- Megan landed job 3 weeks after graduating the course and is completely killing it!
- She can even continue this role when she heads to college in 2020!



DREAM INTERSHIP SECURED

NEVI HAUPTMAN

- Nevi changes her entire career path after 'Learning from Local Leaders' session
- Starts Dental Program at EVIT
- We make introduction to Peterson Family Orthodontics
- Nevi gets on the job training in Ortho-solidifies her desire to pursue this as a career
- Currently reeevoing 98% in EVIT's Dental Program



TAPPING INTO YOUTH CREATIVITY

TCP SUMMER INTERNS

- 'Learning from Local Leaders' interviews: Joel of Sterling Services & Katie of Nando's QC (Alonso)
- 'Champ with The Change' Restaurant Fundraiser Initiative Launched (Alonso)
- Silent Auctions Idea- (Lizzy) - \$7428 raised to date
- Networking & Pro-Marketing Efforts- (Nevi, Jacque, & Kennedy)
- TCP Sponsorships adjusted- (Jacque)



INSANE COLLECTIVE GROWTH %

92% COLLECTIVE GROWTH INCREASE

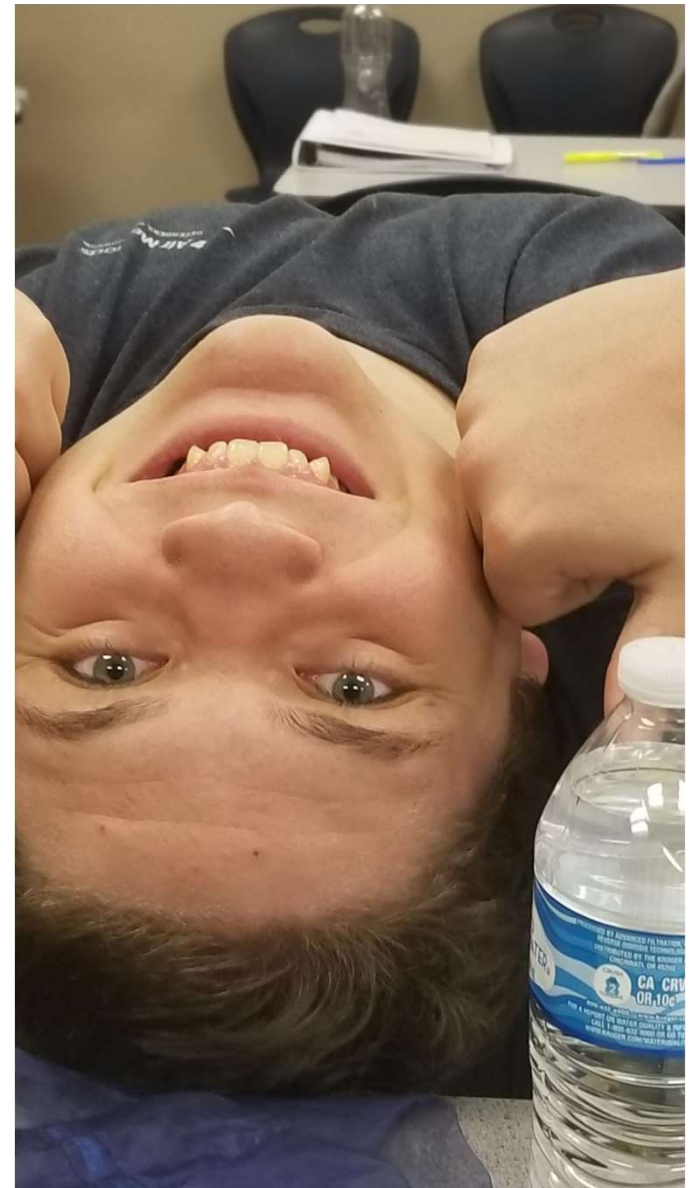
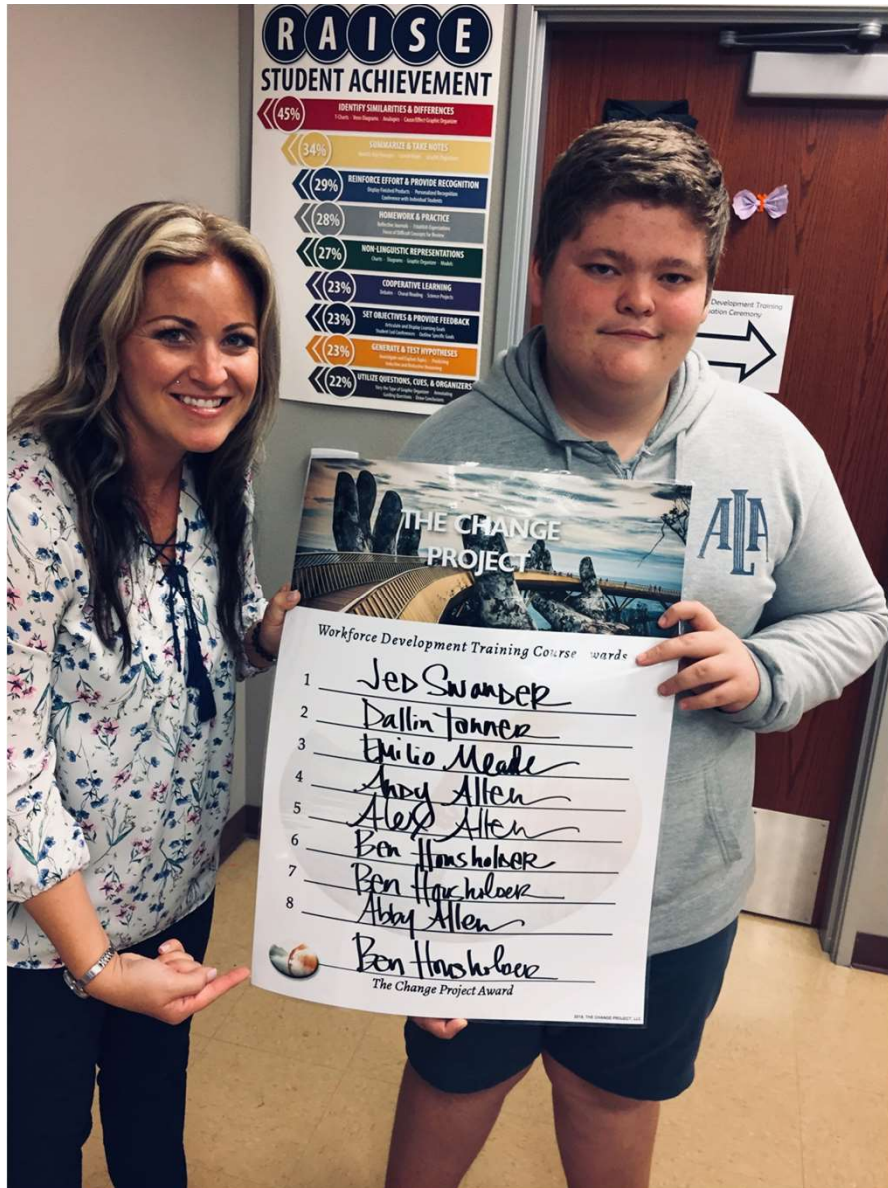
- Collective Growth Increases in the 10/11 categories course covers between all course graduates
- #1: Resume Building: 147%
- #2: Interviewing Skills: 127%
- #3: Networking with Local Leaders: 125%
- #4: Resiliency Skills: 95%
- Crazy Increases Across the Board!

KILLER IMPACT HIGHLIGHTS



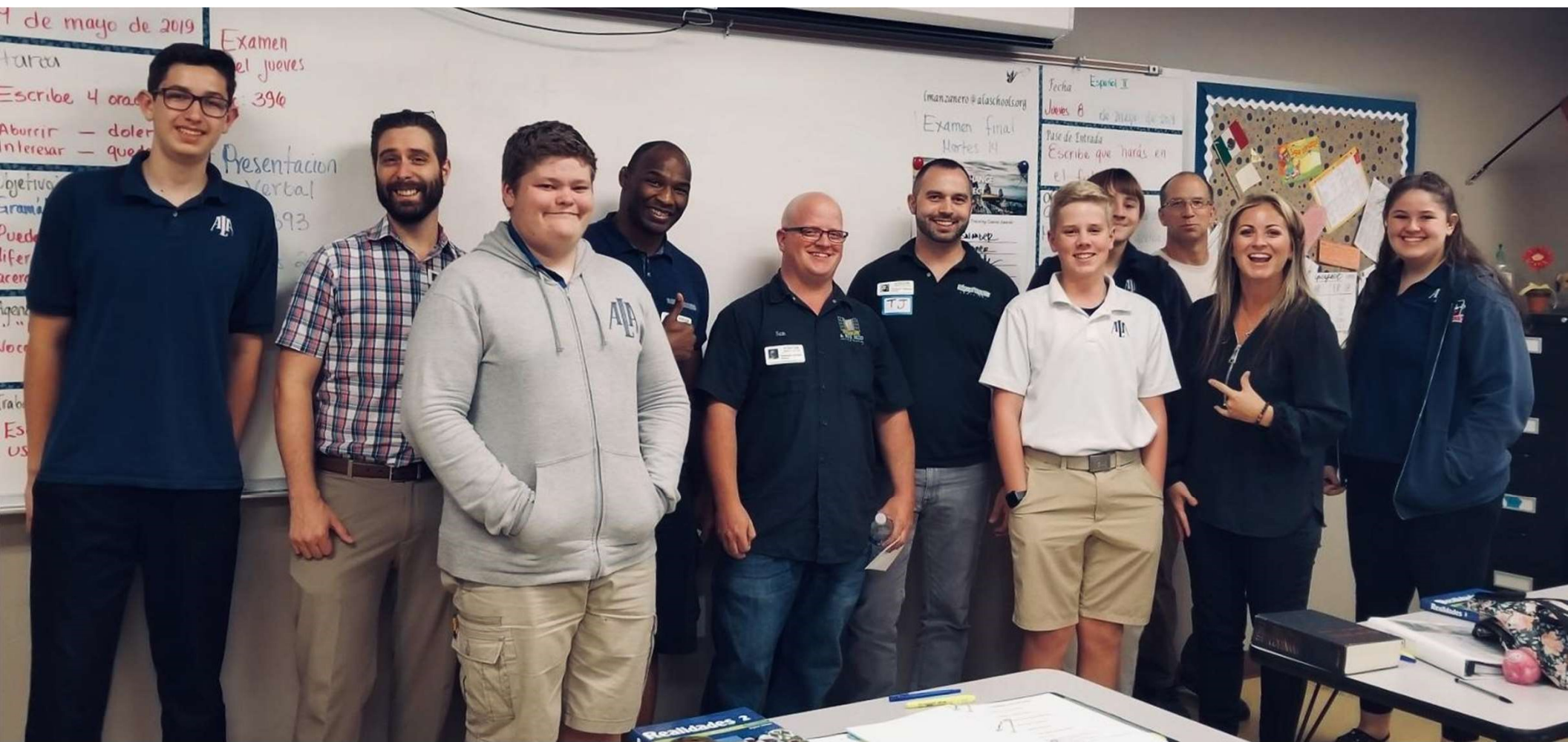














Derek Neighbors



Derek Neighbors, CoFounder Gangplank

Derek is a serial entrepreneur who helps people bring ideas to reality. Derek co-founded Gangplank, a collaborative workspace, in 2008 to help encourage local creatives to explore innovative ideas and create what they are passionate about. He is a partner at Integrum Technologies, a consulting firm, that helps companies build high performing teams to compete in the new economy. He teaches entrepreneurship at Arizona State University.

DEREK NEIGHBORS (@DNEIGHBORS)

POWER OF COMMUNITY

DEREK NEIGHBORS

WHO DAT?



WHAT IS COMMUNITAS?

The sense of sharing and intimacy that develops among persons who experience liminality as a group.



ECONOMICS OF COMMUNITY

What's in a city?

WHAT DRIVES ECONOMIC GROWTH ARE NOT COMPANIES THAT DO THINGS MORE EFFICIENTLY; THE REAL KEY IS TO CREATE NEW THINGS, NEW WORK AND NEW KINDS OF JOBS. THAT COMES FROM PEOPLE LIVING IN A COMMUNITY. WHEN WE BUILD THESE CITIES, WE MAKE EACH OTHER MORE PRODUCTIVE.

Richard Florida



ADVANTAGE

QUEEN
CREEK



NOT ZERO SUM GAME

Not about you.



NEVER WALK ALONE

MENTORSHIP



BUILDING FANATICS

Loyal vs Fanatical

IF YOU WANT TO GO FAST,
GO ALONE.

IF YOU WANT TO GO FAR,
GO TOGETHER.

African Proverb

Brian McKean



Brian McKean, Founder, Old Ellsworth Brewing Company

Brian has been many things; a sailor, an electrician, a door-to-door sales guy, Christmas tree trimmer, detasseler, father, student, and many others. Brian has an affinity for fixing things. If it is broken, he can fix it! Don't let the beard fool you he also has a master's degree in business. A personable owner you may just find him sweeping or bussing tables on any given day in the brewery when he is not buried in paperwork and navigating the wheel for Old Ellsworth Brewing.

https://prezi.com/h2mbg7de1z4n/?token=95ab5f5979ae9a60dc4e23f4e732d3be511dff7fee5c38b523ff45e84e0fa19c&utm_campaign=share&utm_medium=copy

Mike Simmons



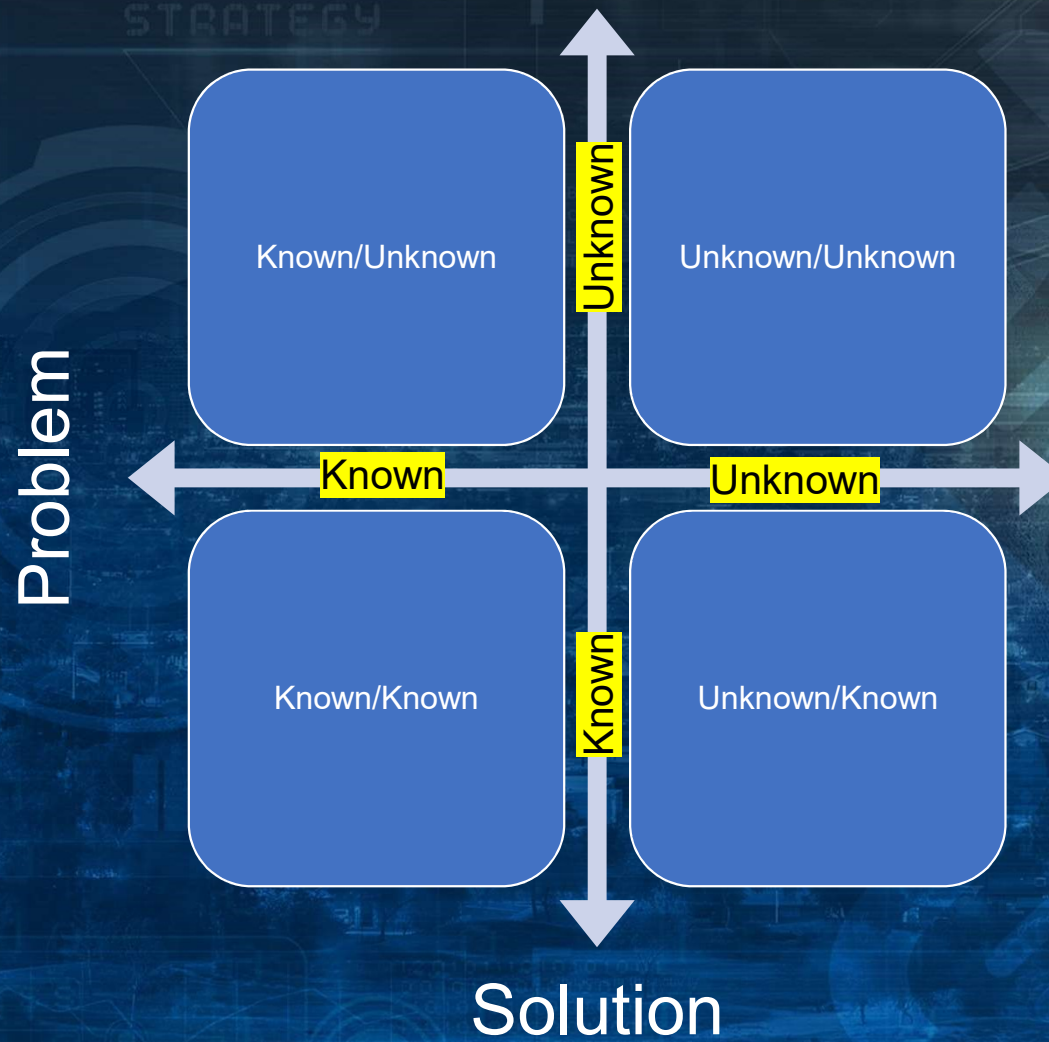
Mike Simmons, Founder Catalyst Sale

Mike is the founder of Catalyst Sale. He has more than 20 years of operations, customer success, sales and sales leadership experience, 15 in the EdTech and Enablement space. He is a life long learner, creative, analytical, and driven to achieve results. Mike has built, led, and optimized sales organizations leveraging both direct and indirect teams. Husband, father, and Sun Devil. Arizona State University B.A. Psychology.

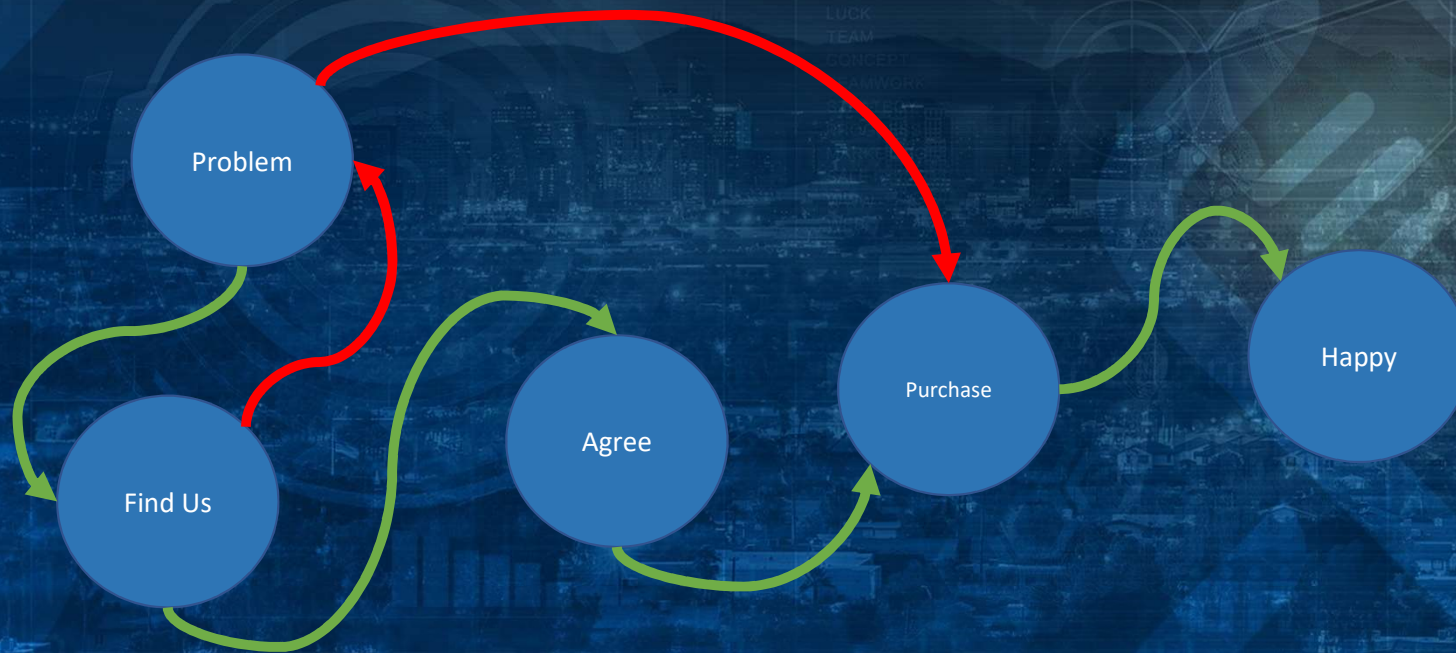


Driving Growth

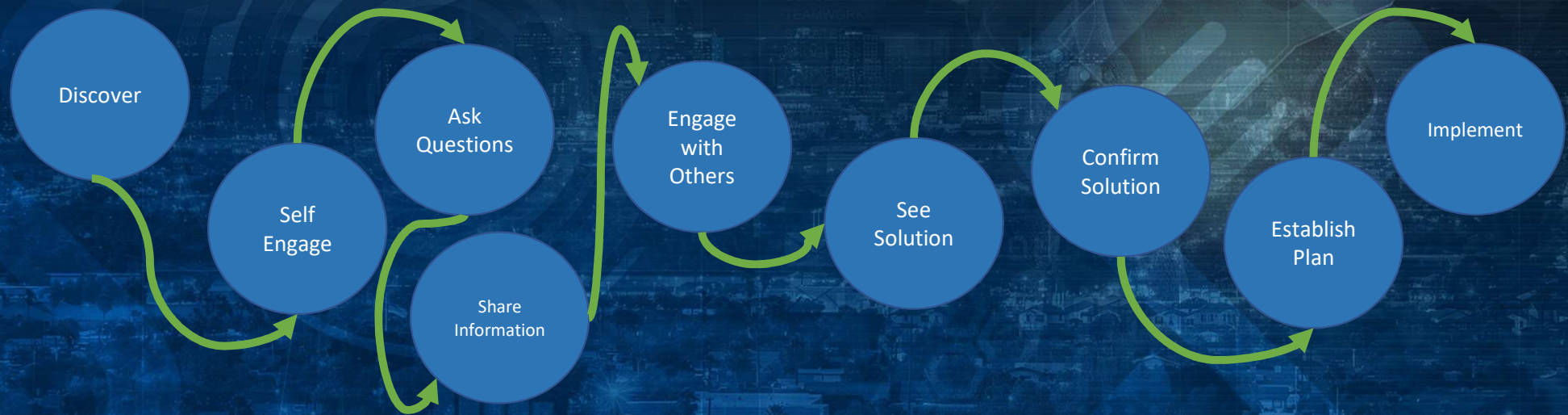
**Customer Acquisition Through
Feedback Loops, Decision Making Frameworks, and Design**



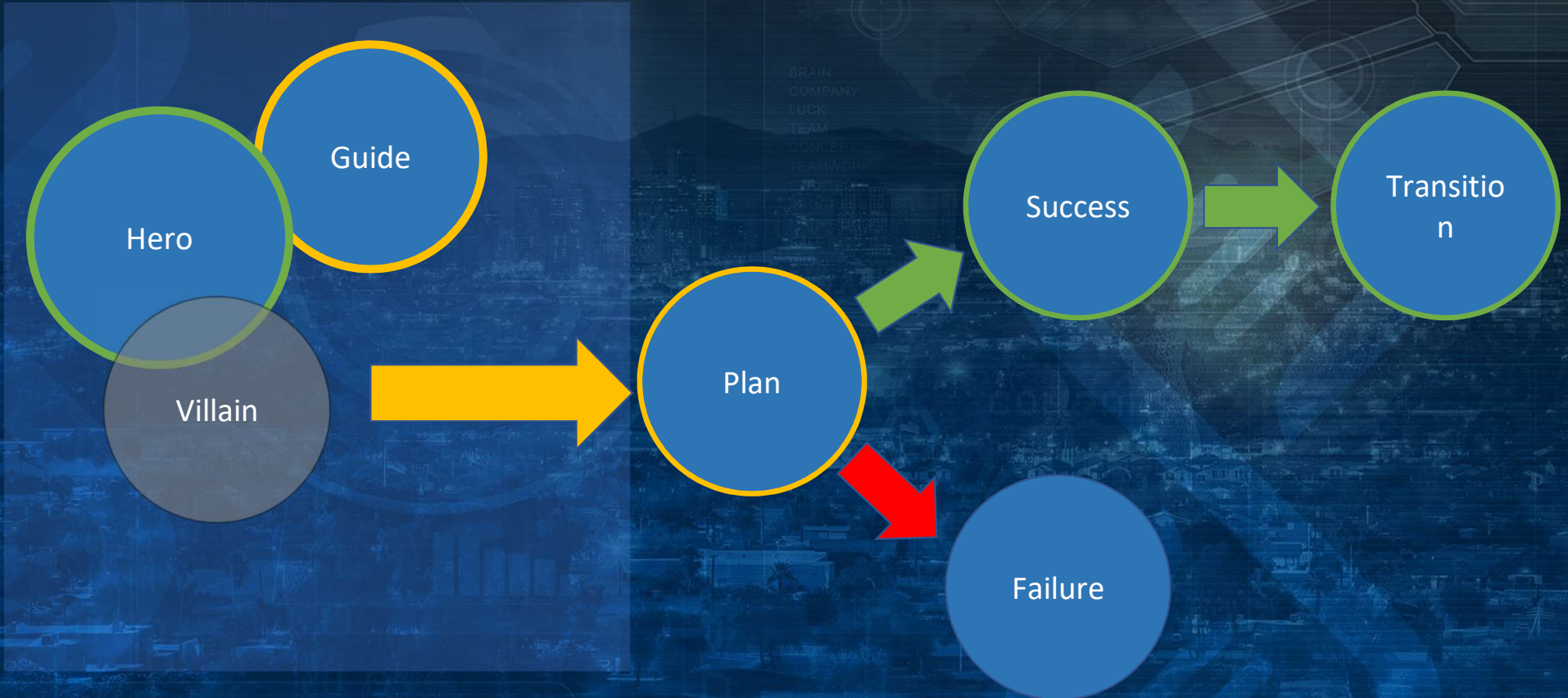
What We Think - Buyer Journey



Closer to Reality - Buyer Journey



Building the Story



Adapted from Joseph Campbell – Hero's Journey, Robert McKee - Story, & Donald Miller - The StoryBrand Framework

@simmons_m
msimmons@catalystsale.com

What is your Process?

Is It Repeatable?

Are the Outcomes Predictable?

Catalyst Sale - Customer Journey with Organization Approach and Sales Rep Approach

Pre Sale

Engaged in Sales Process

Post Sale

I/We have a Problem

Test

Success

They **Share**
Success **with**
Others

Customer
Perspective

This is Unique to Your
Customers

Do You Know How Your Customers Make The Decision to Buy?
Where do they Start?
What Obstacles Do they have to overcome?

How Accurate is your forecast?
Where will your business come from in the next 90/180/270/540 Days?
Where Will you Invest?
How Will you Know when to do so?

Organization
Approach

These are Consistent
& Repeatable

Catalyst Sale
Approach

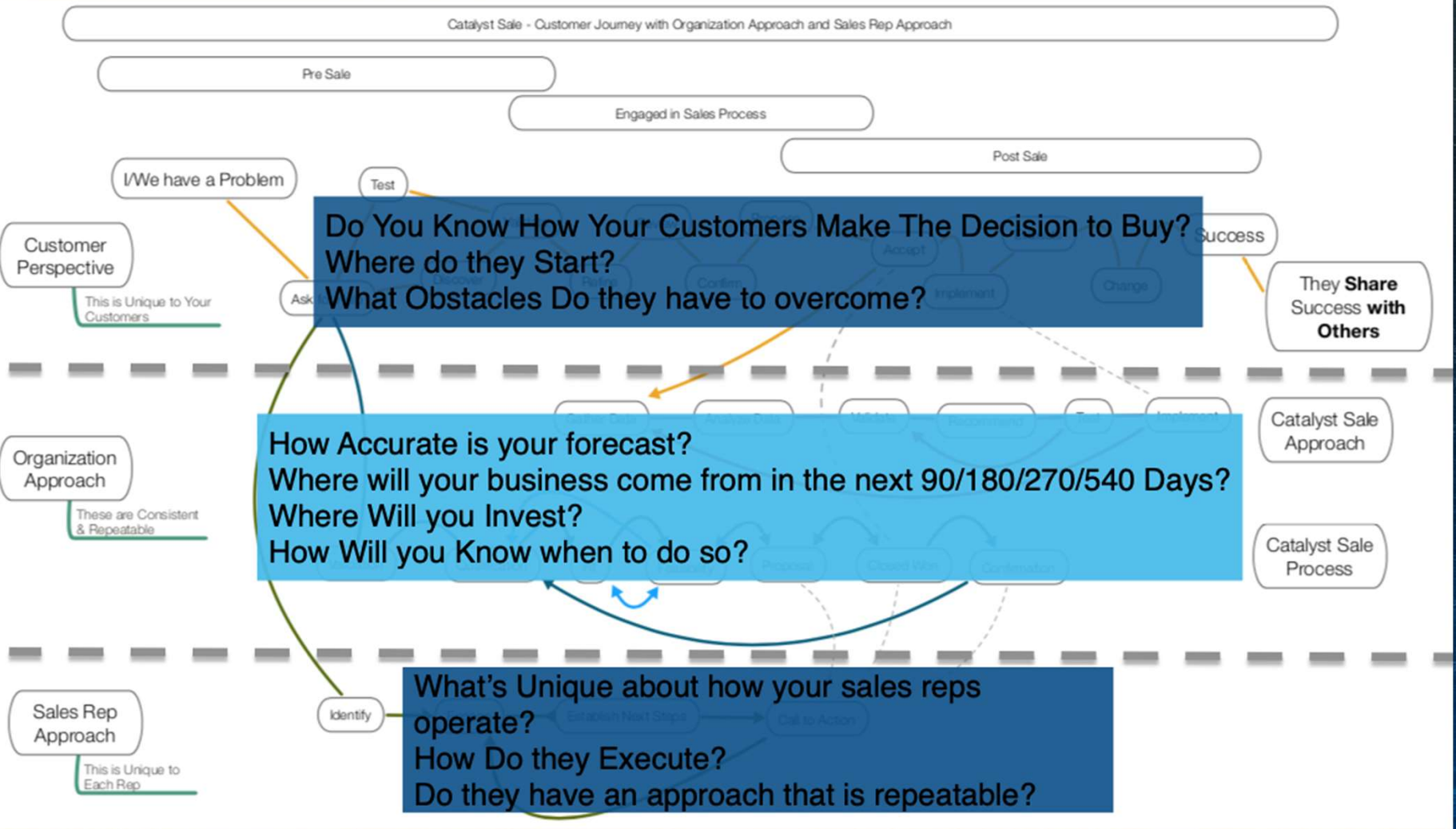
Catalyst Sale
Process

Sales Rep
Approach

This is Unique to
Each Rep

Identify

What's Unique about how your sales reps
operate?
How Do they Execute?
Do they have an approach that is repeatable?



Rep Execution

Create Guideposts
Skipping Steps Increases Risk
Follow the Process

Identify
(Discovery)

Validate
(Qualify)

Establish
Timing
(PM)

Call to Action
(Close)

The Catalyst Sale Podcast

Your Guide to Growth & Performance Improvement

Building YOUR Success Story

- # 127 – Territory Planning That Works
- # 29 – The Account Plan
- # 25 – Planning your Sales Calls
- # 121 - Prospecting & Outreach
- # 97 - Building Pipeline
- # 111 – Personalize your Outreach

Continue the Discussion

- @simmons_m – Twitter
- Mike Simmons – LinkedIn
- <https://catalystsale.com>



@simmons_m
msimmons@catalystsale.com

Seth Wells & Jake Trayer



Seth Wells, Founder, Palette Collective

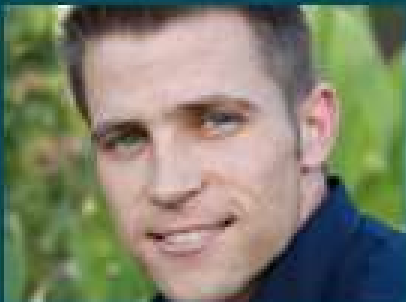
Seth founded Palette Collective in 2014 as a creative studio space for entrepreneurs from a variety of industries to express and collaborate on brand and style. The company has opened their 5th location in the valley and has 250+ tenants. Seth has over 10 years of investment and development experience in residential homes and is involved in several growing Arizona businesses. Prior, he worked in the Creative Department of Cornerstone Christian Church.



Jake Trayer, Community Manager, Palette Collective

Jake is Palette Collective's Regional Manager, joining the company in October 2017. He has served as Palette's Community Manager - overseeing leasing and site management for each site as the company grew to its current 5 sites, and recently the Regional Manager as Palette continues to expand its market. He has a professional background in restaurant management.

Justin Rohner



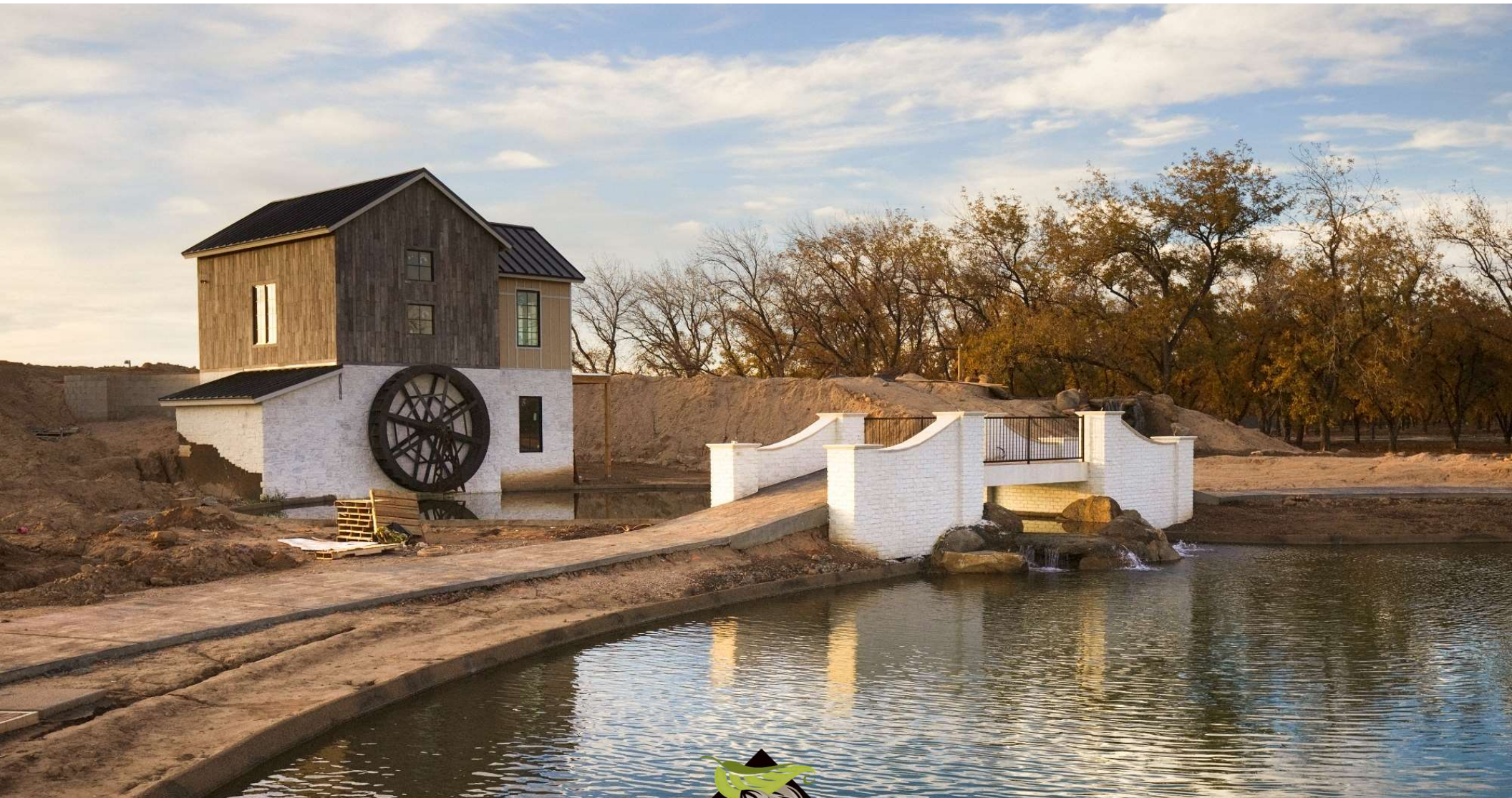
Justin Rohner, Executive Director & Founder, Queen Creek Botanical Gardens

Justin is responsible for all operational aspects of the gardens. As the founder of Agriscaping Technologies, Justin has helped people around the world grow their own healthy, fresh foods at home for more than 25 years. He was named one of Arizona's Top 35 Entrepreneurs under 35 by The Arizona Republic and AZCentral.com for his work improving local food access and sustainability. Justin began his career in landscaping at the ripe age of 9. He earned his BA from Arizona State University and a Masters from the University of Santa Monica.



The Power of Perfecting Pricing

Justin Rohner, Executive Director







Q U E E N

C R E E K

BOTANICAL GARDENS

· *Taste the Beauty* ·

Reception Time!

