

BENEFITS OF BUSINESS EDUCATION

- Prepares youth for the rise of the freelance economy
 - Enhances college admission prospects
 - Encourages real world application of STEM skills
- Empowers financial literacy to disrupt negative cycles
- Nurtures creativity, innovation and problem-solving abilities
- Reinforces adaptation and resilience in the face of setbacks
 - Cultivates leadership qualities and skills



WHY YESS?

- YESS focuses on practical life and business planning
- Introduces young adults to unconventional thinking early
 - Extends guidance from experienced mentors
- Launches 4 weeks of transformative mindset shifting
- Inculcates wealth creation principles into young minds
- Continues support within an exclusive int'l grad community
- Offers access to an expansive network of business coaches
- It's flexible and can be adapted to different formats and schedules
- No teacher is required. Students can complete the course independently during breaks and after school, although we recommend that facilitators provide support whenever possible
 - It's free to students, schools and youth groups.

PROGRAM DELIVERY

During School: Integrated into a classroom curriculum. Facilitator Tools are available.

After School: Fit for clubs, youth groups, elective and summer school courses.

Anytime/Anywhere: Independently completed by students on their own.

**To sustain program quality and ensure that all students get the support they need, all facilitators must be certified by ActionCOACH Foundation and have a certified ActionCOACH sponsor.*

PROGRAM CONTENT

Each YESS Business Basics course is designed with nine weeks of new content and three weeks at the end for assignment submissions and catch-up. Content is organized into weekly themes as follows:

Week 1 – Getting in the Right Mindset-Part 1

Students are introduced to a variety of learning styles and concepts designed to help them understand themselves and others better.

Week 2 – Getting in the Right Mindset-Part 2

Focuses on expanding comfort zones and creating life plans.

Week 3 – Are You Ready to Become an Entrepreneur?

Explores the traits and skills required by entrepreneurs and introduces the concept of business.

Week 4 – Making Your Dreams Come True

Wraps up the mindset component of the course by examining how mindset influences success in business and life.

Week 5 – Wealth Creation

Explains how to build wealth through investing and minimizing debt.

Week 6 – Mastering Massive Growth

Reviews Brad Sugars' 6 Steps to Massive Growth and mastering vision, time and money in business.

Week 7 – Creating Raving Fans

Focuses on mastering delivery and customer service in business.

Week 8 – Strategies to Sales & Marketing Success

Introduces numerous ways to increase sales revenue and leads

Week 9 – Leveraging & Leadership

Stresses scaling a business for long-term success, including team building and planning for economic cycles.

