



SIROLLI INSTITUTE
Enterprise Facilitation®



PASSION, ENTREPRENEURSHIP & INVIGORATING LOCAL ECONOMIES

3 Day Trinity of Management® Training by Dr Ernesto Sirolli of the Sirolli Institute

Presented by Tasmanian Council of Social Service Inc and Tasmanian Regional Arts Inc.

June 15-17, 2011 (inclusive)

Venue to be confirmed (location-Launceston)

Numbers are limited, so please book your place ASAP

Who should participate?

People who have a passion for helping their region and clients grow and prosper, whose work brings them into contact with people with ideas, opportunities and passions, and would like additional tools to help those people move their ideas forward.

These include: Local government officers; Chamber of Commerce and local development organisation personnel; Community Relations/Sustainable Development Personnel in the corporate sector; rural advisors; community and social support organisations; arts organisations; migrant settlement services, etc.



TRINITY OF MANAGEMENT® - THE SIROLLI INSTITUTE

People around the world are seeking ways to move toward economic recovery and growth. The Sirolli Institute's Enterprise Facilitation® method creates jobs in local economies by creating and supporting small business. For the past 25 years the Sirolli Institute has been teaching professionals, employed as full time Enterprise Facilitators, to effectively support entrepreneurs with candid management advice.

Now, in response to the intense interest generated from a short tour of the state in 2010, the Sirolli Institute in conjunction with the Tasmanian Council of Social Services and Tasmanian Regional Arts is offering the opportunity for practitioners to gain in-depth training on the fundamentals of coaching entrepreneurs.

THIS IS A 12 MONTH PROGRAM THAT INCLUDES TRAINING AND MENTORING

THE TRAINING

The Sirolli Institute 3 day residential workshop in the Trinity of Management® coaching system will build your competency in a state-of-the-art, yet simple, management coaching approach.

The methodology can easily be mastered by committed practitioners over a relatively short period of time. Participants will:

- Learn the theory and practices of the Trinity of Management® by listening, reading and participating in individual and group activities
- Witness how the Trinity of Management® is communicated to entrepreneurs and existing business owners
- Practice the approach in a safe training environment
- Differentiate the Trinity of Management® from other business advisory models
- Identify and address real and/or perceived obstacles to clients' acceptance of the Trinity of Management® principles
- Learn how to guide management teams, within companies, to produce business plans that win investors and launch businesses

THE MENTORING

Participants will become competent in the Trinity of Management® methodology by actively engaging with entrepreneurs. Their ability to confidently and candidly converse with entrepreneurs will improve over time.

To increase the pace at which the competency is built, all attendees will be introduced to an experienced practitioner, a trained Master Enterprise Facilitator, who will cement the attendees newly acquired skills. A monthly conference call will be coordinated with a trained Master Facilitator for trainees wishing to discuss practical challenges that they experience in support of entrepreneurs.

THE MODULES



MODULE 1: Trinity of Management® genesis

This module is dedicated to gaining an understanding of the genesis of the Trinity of Management concept. The Trinity of Management was developed in response to real entrepreneurial challenges and in support of real people trying to establish enterprises in small rural communities.

The experimental nature of the work conducted by Dr Sirolli in Australia will be introduced and so will the results and best practices developed since 1985 in communities of different sizes and economic circumstances.

Outcome 1-1: By the end of the afternoon's activity participants will have understood the implications of working with entrepreneurs who have been unable, on their own, to grow their idea and their companies.

Outcome 1-2: Participants will have been confronted with, possibly, a new paradigm on what makes business successful. They will have all night to dissect and internalise the information.

MODULE 2: Validating the Model

Next we explore the intellectual underpinnings of the Trinity of Management®. You will summarize short articles and videos by a number of economists, management consultants and real entrepreneurs. What emerges from the readings is an understanding of the concept of 'first who, then what' in management. To make the period compelling a common exercise is organised that leads to a co-operatively reached definition of the Trinity of Management®.

Outcome 2-1: Participants achieve a deeper understanding of the philosophical underpinnings of the Trinity of Management® and gain the confidence to present its ideas to entrepreneurs.

Outcome 2-2: Participants are asked to share with the group their thoughts and opinions about the articles and videos they have watched. This fosters team building and learning from multiple media and experiences.

MODULE 3: Practising the Tools

This session is organised with the assistance of the participants who volunteer to use the tools in mock up sessions. Personal, family and friends experiences are used to show how the Trinity of Management® help the venture succeed. The tools are used in a group setting to encourage discussion and debate. Great emphasis is placed on how to communicate the Trinity of Management® concept and on how to answer the commonly asked questions.

Outcome 3-1: At the end of this module, the participants will start to integrate the theory and the practical side of the Trinity of Management® and start to understand the importance of a discipline that provides not only respect for the clients, but also the intellectual means to help transform their dreams into viable, and vastly more resilient businesses.

MODULE 4: Preparing a Bankable Business Plan

The Trinity of Management® has profound implications for the preparation of business plans. It teaches that 'true' business plans are never written by the entrepreneur in solitude but that they are always written by the management team. This session describes how teams write winning business plans and how coaches pass on the formula for success.

Outcome 4-1: Attendees will learn a powerful tool to pass onto their local entrepreneurs. The 'bankable business plan' integrates all that has been learned about the Trinity of Management® and makes visible the commercialisation path the enterprise needs to pursue.

MODULE 5: Participants Final Recommendations

This session is dedicated to individual short summary and assessment of the seminar. Extensive Q & A will be encouraged to discuss the practicalities of adopting and mastering the Trinity of Management®. The role of the Trinity of Management® mentor will be discussed with attendees to ease them into their new 'coaching' roles.

Outcome 5-1: Participants will be able to discuss whether the Trinity of Management® will be a valuable tool in their support of local businesses

Outcome 5-2: Participants will be introduced to their mentor, an experienced practitioner who will be able to support them in using their newly acquired skills over the first 12 months of practice.

This initiative is supported by the Department of Economic Development and the Tasmanian Chamber of Commerce and Industry.

REGISTRATION & INFORMATION

Date: June Wednesday 15th - Friday 17th, 2011 (inclusive)
Venue: Launceston - venue to be confirmed

Name:	
Organisation:	
Position/Title:	
Address:	
Town/City:	
Email:	
Phone/Mobile:	
Website:	

How do you see the training assisting you and your organisation?

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Program Tuition: \$2 500

(Includes Day 1: morning & a/noon tea, lunch, & first night gathering; Day 2: morning & a/noon tea & lunch; Day 3: morning tea; 12 month Mentoring Program)

Numbers are limited. Please reserve your place by faxing the completed registration form to 03 6223 6136 or email tim@tascoss.org.au. A \$500 deposit is required by May 11, 2011.

Full payment by June 1, 2011. Payment options available.

Cheques payable to:
Tasmanian Council of Social Services
PO Box 1152
Sandy Bay Tas 7006

Deposits and tuition fees can be paid by
Electronic Fund Transfer to:
Tasmanian Council of Social Service
Bendigo Bank BSB: 633 000
Account: 130291826

For more information please contact:

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For more information about the Sirolli approach go to www.sirolli.com