



AMIDEAST'S STATE OF THE ART TRAINING CENTER

The Cisco Entrepreneurship Institute provides participants with real-world business skills, combining business theory with tested strategies for success. Through it, you'll gain real-world ideas, inspiration, and tactical tools. Learn more about The Cisco Entrepreneur Institute at www.ciscoinstitute.net.

CISCO ENTREPRENEURSHIP INSTITUTE (CEI)

AMIDEAST has teamed up with the CEI, in partnership with the world renowned Cornell and Stanford Universities, to provide exclusive access to:

- Entrepreneur-specific business knowledge
- A global resource center connecting participants with mentors and entrepreneurs in the region and around the world

INNOVATIVE COURSES

AMIDEAST's team of trainers have tailored the Cisco Entrepreneurship Institute curriculum specifically for Oman. All trainers are Entrepreneurs themselves. Workshops are designed to inspire using:

- Real-world Skills and Ideas
- Practical Tactical Tools
- Available Workshops in Arabic and English

Learn more about The Cisco Entrepreneur Institute at www.ciscoinstitute.net.

We can train hundreds of participants using a host of virtual learning tools, including audio/video enabled web conferencing, at no additional cost.

For more info, please contact us.

AMIDEAST'S ENTREPRENEURSHIP PROGRAMS CAN HELP YOU

- Start a business
- Expand your current business
- Improve your current business



AMIDEAST'S ENTREPRENEURSHIP PROGRAMS OFFERED

- Entrepreneurial Mindset (EM)
- Starting a Business (SaB)
- Growing a Business (GaB)
- iExec Enterprise Essentials (iEEE)

ENTREPRENEURSHIP COURSES OFFERED

ENTREPRENEURIAL MINDSET (EM)

Entrepreneurial approaches to business potential are outlined, as are mindsets that transform opportunities into successful new ventures. Sharing the experiences of real-world entrepreneurs, participants will learn the importance of:

- Entrepreneurship, entrepreneurs, and their role in economic growth
- Possibilities, potential, perils and pitfalls of entrepreneurship
- Embracing change and the dangers of denial
- Analyzing the economic landscape to identify personal and market potential
- Habits, attitudes, and behaviors that create success

STARTING A BUSINESS (SAB)

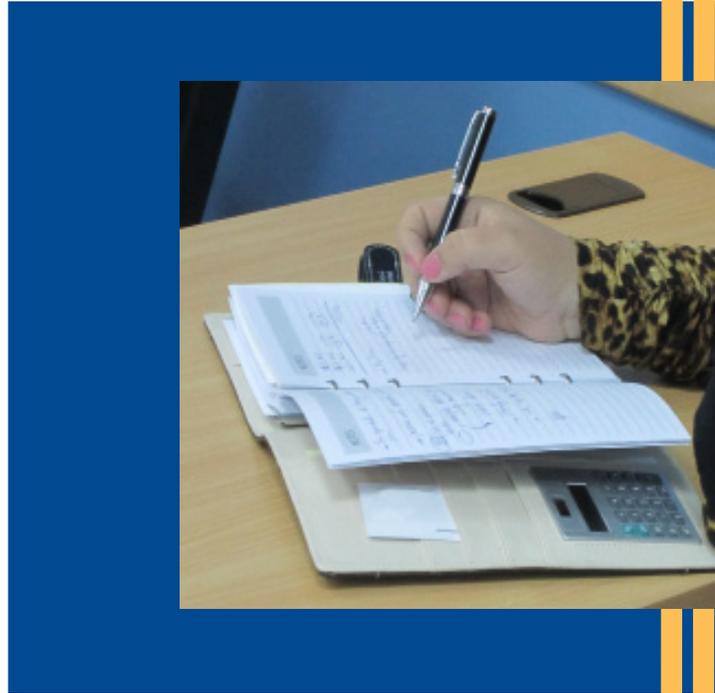
Beginning a successful start-up requires making important decisions on revenue and expense estimates, legal requirements, accounting, and marketing. Starting a Business is a practical, comprehensive workshop where you will learn to:

- Evaluate the potential of an existing or new venture and prepare a business plan
- Decide on a location, lease and business organization structure
- Identify license, permit, insurance and technology needs
- Acquire start-up capital, manage accounting activities and track cash flow
- Recruit, hire, train, manage and motivate employees

GROWING A BUSINESS (GAB)

The GaB Workshop is designed to help expand your business by equipping you with necessary knowledge, resources and networking opportunities. You will overcome challenges and grow your business by learning to:

- Assess global trends, determine new ideas and opportunities for profitability
- Develop a mission statement and a continuation plan
- Conduct a SWOT, competitive and break-even business analysis
- Determine essential leadership qualities and personality traits for an entrepreneur
- Analyze cash-flow patterns, budgets and interpret financial statements



IEEXEC ENTERPRISE ESSENTIALS

The iEEE Workshop is a leadership and management course designed to equip you with the skills and knowledge necessary to examine your organization. When you complete the workshop you will be able to:

- Develop strategy and planning skills to lead your organization more effectively
 - Understand key success factors for organizational readiness and management
 - Develop a vision for success and create strategies for the use of technology
 - Create a business case and project proposal for process improvement projects
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