

YALIENTREPRENEURS

YALILearns

Facilitation Guide

The Resilient Entrepreneur:
Planning, Adapting, and
Perservering



YALINETWORK

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Your Guide to Facilitating a Session on The Resilient Entrepreneur

This guide will help you lead a session on business resiliency. Using the YALI Network online course *The Resilient Entrepreneur: Planning, Adapting and Persevering*, participants will learn the importance of contingency planning for their business to be ready for potential crises and disruptions. These tools are meant to help your business survive and adapt in the face of such challenges.

Total Time: 71 minutes

Materials:

- A sheet of paper, poster board, or a place to write notes on a computer or tablet for your icebreaker activity.

Introduce Yourself: (5 minutes)

- Introduce yourself and thank your participants for attending your YALILearns session. Explain that you are a YALI Network member who wants to start a meaningful conversation about business resiliency and contingency planning.
- Briefly share additional reasons why you are interested in entrepreneurship.
- Direct participants to yali.state.gov/entrepreneurs for more resources on entrepreneurship.

Icebreaker (10 minutes)

- Have participants describe the businesses they manage or work for. On a poster board, a sheet of paper or the notes section on a computer, have participants share their business name and location, website, business cards or social media handles as applicable. Encourage participants to grow their business network by supporting these businesses.
- Have participants answer the following questions: What is one challenge your business or sector faces, and what are the initial steps to finding a solution?

Watch Lesson 1: [Planning for Resilience](#) (8 minutes)

Group Discussion (10 minutes)

Ask participants to reflect on the first lesson by discussing the following questions:

- Two ways to future-proof your business are growing your professional network and knowing when and how to utilize this network. What are some other ways to future-proof a business?
- Partnering with private companies and local and regional government agencies can be very important for your business. To build these relationships, position your business as a provider of solutions. What are some ways to build these relationships for your business?

Watch Lesson 2: Adapting for Sustainability (7 minutes)

Group Discussion (10 minutes)

- Course instructor Deana mentioned that she became known as “the electrical lady” in her industry. What unique characteristic would you like you or your company to be known for? What is your ultimate goal, and what sets your business apart from the competition?
- To build a sustainable business model that lasts, we must listen to our customers and clientele. How do you currently listen to your customers and collect their feedback? How could you improve this communication?
- Have you ever had to adapt and innovate during a situation that was beyond your control? How did you and your business overcome the circumstance?

Watch Lesson 3: Persevering Through Challenges (6 minutes)

Group Discussion (10 minutes)

- What best practices can young entrepreneurs implement to help persevere through challenges?
- Share with the group some of the tools you use or habits you practice to ensure your operational procedures are up to date.
- Are there other essential items not mentioned in the course lesson that you and your employees should consider during a natural disaster or emergency?

Wrap Up (5 minutes)

- Thank your participants for attending your YALILearns session.
- Encourage participants to sign up for the YALI Network at yali.state.gov, take [The Resilient Entrepreneur: Planning, Adapting and Persevering](#) course, and pass the associated quiz to earn their certificate.