

Regional Micro-Enterprise Credential: Class Introduction Script

(Updated: August 1, 2018)

Today we're going to start working together on an exciting new opportunity for you – what I know will be your successful effort to earn the Regional Micro-Enterprise Credential.

Micro-Enterprise means small business. Small businesses provide the vast majority of employment in Louisiana and across the United States. Your quest is to earn a credential that small businesses everywhere will respect and value.

When you apply for jobs in the future you'll be able to put the Micro-Enterprise Credential on your resume. Companies, especially small businesses in our community, will know this credential means you've mastered key information and skills that will make you an effective employee.

Further, this information and these skills will help you learn what it takes to launch your own business, something many of you may be interested in doing in the future.

Let me speak a few minutes on who created the Regional Micro-Enterprise Credential . . . what tasks you'll need to complete to earn this credential . . . and why I know we'll succeed together in the weeks and months ahead.

Who Created the Micro-Enterprise Credential

The Baton Rouge Area Chamber (also called BRAC) sponsored the Micro-Enterprise Credential. BRAC is a chamber of commerce, an organization composed of large and small businesses in a city or region. There are similar chambers of commerce in communities across Louisiana and the country.

BRAC has met with its members, with leaders of other chambers of commerce and with educators like me to create the materials you'll be using to earn your Micro-Enterprise Credential. BRAC made sure that these materials cover the skills that small businesses need when they hire new employees, and that young entrepreneurs will need to successfully launch their own businesses.

For those of you considering graduating with a Jump Start Career Diploma, earning the Regional Micro-Enterprise Credential can be the "Core Credential" you need to graduate on time, with an industry credential that will help you get the job you want after you graduate.

Tasks You'll Need to Complete to Earn the Regional Micro-Enterprise Credential

You will complete five modules to earn your Regional Micro-Enterprise Credential:

- 1) Complete a Self-Assessment. You will learn about the key behaviors associated with business success, and then make an honest self-assessment of where you have strengths and where you have areas for improvement.
- 2) Make a Self-Assessment Presentation. You will meet – either face-to-face or over a computer video conference – a small business leader who will listen to your presentation. This might sound scary, but I guarantee you this will be a great opportunity for you to practice your communication skills with a real business expert.
- 3) Complete Credit Applications. Almost every business needs to obtain credit to succeed. In today's business world there are many different sources of credit that small businesses can apply for. You will complete actual credit applications, some of which are complicated and intimidate small business owners. Together, we'll make sure you learn how to complete these applications completely and confidently.

- 4) Register a Small Business Online with the Louisiana Secretary of State. You will go to a specially-designed student portal to complete some of the actual forms businesses need to complete to start up operations here in Louisiana.
- 5) Pass the Micro-Enterprise Credential Test. This online test will be challenging but you will be well prepared to succeed. Part of our work together will teach you key financial concepts that will be on this test, using plain English that makes each financial concept totally understandable. In fact, I'm confident you'll report to work understanding key financial terms and business planning processes that every employer would find valuable in a new employee, especially small business employers.

Just passing the Micro-Enterprise Credential test is not enough to earn this credential. You'll need to complete all five modules, which will help you master key workplace behaviors and skills that will make you a valuable entry-level employee for any small business.

(Some of you may also complete the online *EverFi Venture* program, where you learn key business concepts while launching a virtual food truck business.)

Why I Know We'll Succeed Together

Our work together will include several hands-on exercises that will teach you about "pitching" your business to potential investors, business ethics and social responsibility, and other cutting-edge topics. I will guarantee you'll find these exercises informative and fun at the same time.

We'll work with industry experts, in class, in videos produced specifically to help you attain this Micro-Enterprise Credential, and online via the Nepris system. You will become comfortable interacting with adults you may have found intimidating before our work together.

You'll complete carefully developed exercises that help you build key business skills – some individual exercises, but also some team exercises where you can learn together.

By the time you earn your Regional Micro-Enterprise Credential you will be amazed at the improvement in your business knowledge, your communication skills and your ability to easily complete tasks that others find intimidating and difficult.

You may also be motivated to earn the more advanced Statewide Micro-Enterprise Credential, mastering sophisticated business skills that will make you a job candidate that local businesses will be eager to hire.

Because we're among the first classes ever to earn the Micro-Enterprise Credential, we will be blazing a trail that students across Louisiana, the United States and the world will be following after we succeed.

This is literally true. Students in Virginia, Kentucky and *South Africa* will be joining you in earning their Micro-Enterprise Credential. You are part of a worldwide group of pioneering students attempting to achieve something great.

This should motivate you and make you very proud. I know that I'm motivated and proud . . . and maybe a bit nervous. But I'm also convinced that we'll have the support and resources we need to succeed together.

Before I go any further, let me stop here and ask you guys: "Do you have any questions?"