Business Readiness Playbook

A Developmental Framework for Underserved Entrepreneurs

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Purpose

This playbook is designed for entrepreneurs who have strong vision and motivation, but who may not yet have the professional, technical, and operational foundations required to fully benefit from business mentoring.

Business failure is rarely caused by lack of ideas. It is most often caused by gaps in readiness.

This framework helps mentors and clients identify and strengthen the behaviors and skills that make business growth possible.

The Five Readiness Pillars

1. Professional Reliability

Standard: You show up consistently and honor commitments. - Attend meetings on time - Confirm and accept calendar invites - Communicate early when issues arise - Track action items and deadlines

Development Focus: Discipline, follow-through, time management

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2. Attention to Detail

Standard: You execute instructions accurately and carefully. - Read emails and documents fully - Follow step-by-step processes - Use checklists and notes - Review work before submission

Development Focus: Accuracy, organization, cognitive structure

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3. Technical Readiness

Standard: You can operate basic business technology independently. - Email and calendar management - Virtual meeting tools (Google Meet / Zoom) - Document tools (Google Docs / Word) - File organization and access

Development Focus: Digital confidence, tool fluency

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4. Business & Financial Literacy

Standard: You understand core business concepts. - Revenue vs. profit - Costs, pricing, and margins - Cash flow basics - Simple financial statements

Development Focus: Financial reasoning, economic awareness

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5. Professional Communication & Emotional Intelligence

Standard: You engage in business relationships productively. - Receive feedback constructively - Ask prepared questions - Respect boundaries and policies - Take ownership of learning and mistakes

Development Focus: Self-regulation, coachability, accountability

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Readiness Levels

Level	Description
Emerging	Vision is present; foundations are inconsistent
Developing	Foundations are forming but not yet stable
Operational	Foundations are reliable and repeatable
Growth-Ready	Client can focus on strategy, execution, and scaling

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Mentor Use Guidance

This playbook is not a gatekeeping tool. It is a developmental pathway.

When readiness is low: - Slow down strategy work - Focus on foundational behaviors - Use structure, repetition, and clear expectations

When readiness improves: - Increase analytical rigor - Introduce advanced tools - Move into planning, marketing, and financial modeling

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Client Reflection Questions

   • How consistently do I follow through on commitments?

- Where do I lose time or accuracy?
- What tools do I avoid because they feel difficult?
- How do I respond to feedback?
- What habits would most improve my professionalism?

Outcome

Strong businesses are built on strong operating behaviors.

This playbook supports entrepreneurs in becoming not only business owners — but capable business operators.

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