# MBD*i*

## ONLINE TRAINING

# Mastering Business Development®

# Virtual Participant Guidebook

**EMPOWERING LEADERS IN BUSINESS DEVELOPMENT**

Thank you for selecting MBD$^i$ and NDIA  Business Institute (BI) for your professional development and training needs. We are pleased you have chosen us as trusted partners for your Business Development growth efforts.

This guide has been created to assist you with your preparation for the 4 Session virtual instructor led training course and provides information on the event itself. Your guidebook contains key information on the journey ahead so that you can fully prepare yourself to take maximum advantage of the learning environment our training offers.

A successful experience begins with advanced knowledge and good preparation. Dedicate the time necessary to read the materials provided prior to the class, and if possible, we encourage you to read as many of the outside reading recommendations as possible.

We advise that you dedicate some uninterrupted time before the first session to think about your goals for attending and review the desired outcomes with your organization management team.

Our sessions are loaded with an abundance of information to fuel your mind and include fast-paced participant-centered interactions with the instructor and other participants.  Log into the virtual Sessions early to provide the instructor an opportunity to learn more about you, your challenges, and how best to meet your needs and expectations.

A large percentage of our client base is due to positive word of mouth by those who have attended before you. I encourage you to share some of the highlights of your workshop experience with your management team. We encourage you to discuss what you learned and how it might be applied to contribute to the success of others within your organization.

We look forward to your participation in the MBD$^i$  and NDIA Business Institute's virtual experience.

Respectfully,


Dr. Richard Higby                                                      Carla Caputo-Searcy
Lead Trainer|Consultant                                          Exec. Producer|Consultant

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## 1.0  OVERVIEW

### 1.1  <u>Introduction</u>

We at MBD$^i$ strive to ensure that all participants' expectations for the MBD$^i$ Virtual Instructor Led Training program are exceeded. Subsequently, we have compiled this guide to help prepare you for this educational and professional development experience.

### 1.2  <u>Purpose</u>

This program is designed as an introductory level course that will challenge the way you think, develop business, and interact with others. Do not be misled by the title "introductory" as you will be exposed to graduate level course work.

MBD$^i$ will deliver this workshop **in an instructor led, participant-centered on-line Socratic manner,** encouraging maximum student interaction. Your current situations and challenges will be used during multiple exercise, break-out sessions, and role-playing events. The curriculum will be relevant to you, your world, and the individuals you call upon, regardless of your experience and specific business development role. The training program will provide a comprehensive understanding of the thinking, process, skills, and discipline required to succeed in the role of professional business development.

### 1.3  <u>Registration</u>

Registration includes all program materials, supplemental white papers and training and exercise handouts, to ensure you receive the tools and skill sets necessary to achieve success in the role of business development.  As an on-line participant, you will have the same quality experience as our in-person executive workshop participants, along with the convenience of connecting from your laptop, mobile device, or computer. As a bonus, MBD$^i$'s Mastering Business Development virtual program will also include access to our audio "study guide" podcast series that reinforces the principles presented in the respective sessions and enhances the application of principles learned.

### 1.4  <u>Missing a Session</u>

If, due to unavoidable circumstances, you must miss attending a session, we ask that you provide at least 48-Hour advance notification so that we can adjust breakout sessions or group exercises accordingly.  MBD$^i$ will arrange a time when you can re-attend a virtual session by appointment or during a future program.

### 1.5 Tips to help you prepare

Your attitude coming into each on-line session will directly impact the results you achieve. Most attendees are eager to learn new ways to develop business and professional relationships, particularly in this virtual environment. If you registered for the course to be entertained for a few hours each session you will be disappointed and leave with far less than others who will have totally invested and immersed themselves into the experience.

Before beginning your pre-work, spend some time thinking about why you believe this training will be valuable to your personal and professional life. Not everything you learn, and experience will have equal value. Only time and continuous reinforcement will give you the objectivity to sort out what the experience truly means to you, and how it will have a positive effect on your business development skills. ***Be sure to take good notes.***

## 2.0 PRE-PROGRAM PREPARATION

**We cannot stress enough how _important_ it is for you to be prepared for each of the four (4) sessions.** Material on leadership, character, business, behavioral psychology, people, and money knowledge, as well as business development processes and systems will all be covered. The following is an inventory of mandatory pre-course assignments you must complete.

### 2.1 Personal Information Worksheet (PIW)

You will receive an email (via Survey Monkey) containing a Pre-Program Survey and Personal Information Worksheet (PIW) that must be completed prior to the program. If you do not receive the email containing the survey assessment, please contact ccaputo@mbdi.com immediately.



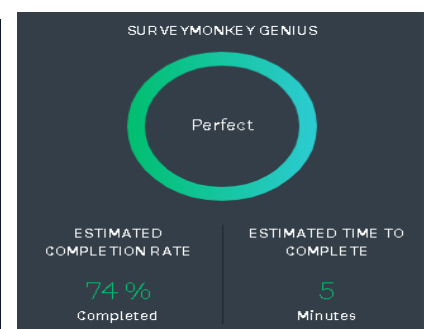**It is important that you complete your PIW assessment as soon as possible and submit it prior to the program start.** The PIW provides the instructor detailed information about your background, experience and challenges and allows MBD*i* to tailor the sessions to ensure you achieve the desired individual and organizational results. All information included within the **PIW and Survey Assessment is strictly confidential.**

## 2.2 Mastering Business Development Training Manual

Included in your workshop materials is an electronic copy of the training manual, ***Winning Conversations: Mastering the Art of Business Development***. This (12) chapter manual is the foundation of the material introduced during the program.

It is important for you to be familiar with the material in the manual prior to the first session.

## 2.3 Recommended Reading

Not all the material covered during each session is included in the manual, therefore we encourage you to read the short articles below prior to Session 1.  Subsequent reading materials for the course will be assigned weekly and may be downloaded from the MBD[i] reference material link or designated course management platform:

- **Socrates**
- **Herzberg's Motivation-Hygiene Theory**
- **Transference**
- **The Socratic Method and Socratic Questioning**
- **Transactional Analysis— Eric Berne**

In addition to the above, we recommend that you read at least one of the following books:

- **Scripts People Live**, by Claude Steiner
- **Games People Play**, by Eric Berne
- **Born to Win**, by Murial James & Dorothy Jongeward

## 2.4 Real-world experiences & challenges

Your "real-world" experiences and challenges will be used and incorporated into exercises throughout the 4 sessions. Take the time to think about the following areas:

**New Opportunities**
Individuals you have targeted for new business and plan to contact within 30 days. Consider the specific information you possess on the company or agency, their products and services, key people within these organizations, and anything you know about their current challenges. Particularly import is any pertinent information you are still lacking.

**Prospective Opportunities**
Individuals you have previously contacted within an organization and are presently engaged with as part of your current process. At this time, you are not prepared to present a final proposal because you lack necessary information regarding specific issues and challenges, budgetary funding constraints, or necessary components of the decision-making process.

## 3.0 PROGRAM DETAILS AND REQUIREMENTS

### 3.1 Course Schedule

The following matrix outlines a  schedule for the on-line 4-Day comprehensive program.

*Day of week and times may based on the discretion of MBD[i] or NDIA.*

| SESSION | WEEK * | TIME * |
|---------|--------|--------|
| **SESSION 1** | WEEK 1 (TUE) | 1:00 PM EST – 400 PM |
| | | |
| **SESSION 2** | WEEK 1 (WED) | 1:00 PM EST – 4:00 PM |
| | | |
| **SESSION 3** | WEEK 2 (TUE) | 1:00 PM EST – 4:00 PM |
| | | |
| **SESSION 4** | WEEK 2 (WED) | 1:00 PM EST – 4:00 PM |
| | | |

### 3.2  Virtual (On-Line) Training Platforms

**Zoom Audio and Web Conferencing Platform**

The Training Delivery Platform selected for the on-line sessions is Zoom.  We strongly recommend you familiarize yourself with the platform features and options.  A host of video tutorials can be viewed in the Zoom Help Center:  https://support.zoom.us

**TECHNICAL REQUIREMENTS**:

- Internet connection (1.5 Mb/s or better)
- Zoom meeting URL link
- The meeting ID#
- Headset (Optional but recommended)
- Built-in or external speakers (hard-wired or Bluetooth speakers are acceptable)
- External Webcam (Minimum Resolution: HD 720p)
- Viewing Angle: 70 Degrees or higher
- Microphone: Integrated microphone
- Audio/Video connection (preferred) displaying Full Name|Company (Example: John Doe – ABC Company)
- Profile Photo (minimum) displaying Name|Company

**For each session, MBD[i] encourages you to make every effort to log into Zoom at least 5-10 minutes early.**

**ZOOM INSTRUCTIONS:**

1. You will receive a Zoom meeting invitation
2. Click on the meeting URL provided in the meeting invitation to join the meeting.

**WHEN YOU JOIN THE SESSION MEETING**

- A window will open that allows you to select **Computer Audio** and test your microphone and speakers.
- Click the **Test Computer Mic & Speakers** link if you need to check your audio feed before the meeting.

**IF YOU HAVE AUDIO PROBLEMS**

- Check your computer speaker volume.  Is it set to mute or to a low volume?
- Are your speakers selected for the active output in zoom?

**THE ZOOM MENU BAR**
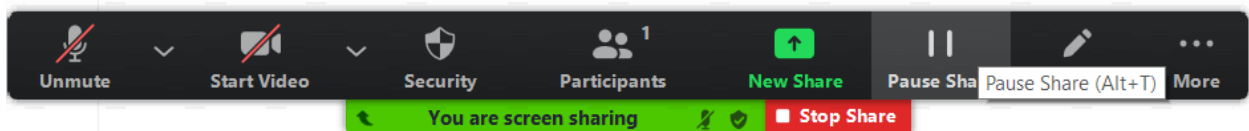


1. Microphone icon: mute/unmute you own audio
2. Video icon: start/stop your video feed
3. Security: do not use this feature
4. Participants: list of participants
5. Share: you can share your desktop (all apps you have open) or a specific application
6. Pause Share: Pauses or stops shared screen
7. Annotate: displays annotation tools for interacting with the shared multimedia
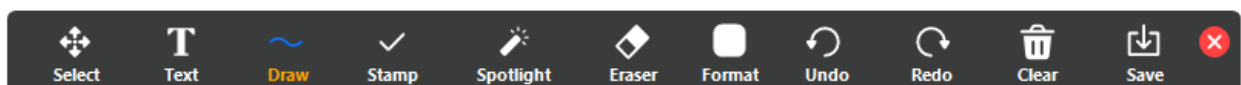


8. Chat: send a message to one person or all participants in the training.
9. Record: do not use this feature unless requested by the instructor
10. Breakout rooms: sessions that are split off from the main meeting. Requires an invitation from the instructor (host)

**MUTE/UNMUTE YOUR AUDIO FEED**

During the session meeting, mute your audio feed unless you are speaking. This reduces audio feedback and background sounds that may be distracting to other participants.

**AUDIO ISSUES**

- Cannot hear the instructor or other participants
    - Check your computer speakers. Is the volume turned up? Are your speakers connected?
    - Are your speakers selected for the active output in Zoom?
- Other participants cannot hear you
    - Check your microphone setup in Zoom
- Do other participants hear echo when you talk?
    - You are the source of the echo:
        - Adjust your microphone sensitivity
        - Use a headset so that voices coming in from other participants are not picked up by the microphone. Laptop microphones are too close to laptop speakers and the sound can reverberate.

**VIDEO ISSUES**

- Other participants cannot see you
- Make sure your camera is turned on, plugged in, and selected in Zoom.
- Make sure nothing is blocking the camera view.
- If you are using an external web camera, try connecting it to a different USB port.

**SHARE**

**If you are asked to share your computer screen.**

1. Click on the **Share** icon in the Zoom menu bar.
2. A window showing your Desktop and open app will appear. Select your Desktop if you want to share everything on your computer screen. Select a specific app if you only want to share that app.
3. All participants int eh class meeting can see your screen and mouse cursor
4. To stop sharing your screen, click **Stop Share.**

## BREAKOUT / WORKGROUP REQUIREMENTS



- Join the meeting by the Zoom desktop client, mobile application, or Zoom Room
- Invitation to join breakout rooms from the meeting host

## INSTRUCTIONS

Breakout Rooms will be used when you need to work in teams during the virtual course and are scheduled immediately during the weekly instructor-led sessions.

1. The instructor (host) will launch the breakout room and send participants an invitation to join the assigned workgroup.
2. The breakout room menu bar is very similar to the menu bar in the main meeting window. There is an **Ask for Help** icon in the breakout room menu bar. Use this control to request help from the instructor (host).
3. To leave the breakout room or the entire meeting, clicking the **Leave Breakout Room control.**

The Leave Breakout Room dialogue window opens. There are three choices:

- **Leave Meeting:** You will exit from the entire class session
- **Return to Main Session:** You will exit the breakout room and return to the main class session.
- **Cancel:** You will return to the breakout room.
4. When the instructor (host) ends the breakout rooms, you will receive notification and the opportunity to return to the main class session immediately or in 60-120 seconds.

## 4.0  POST-PROGRAM STEPS

### 4.1  Complete your Evaluation

At the conclusion of the course, you will have the opportunity to complete a course evaluation.  These evaluations provide us with important feedback to improve MBD$^i$ products and services.  This evaluation also gives you the opportunity to ensure your contact information is correct and to provide referrals and corporate contact information for anyone you believe would benefit from our programs and services.  MBD$^i$|NDIA consider this to be a critical component of our curriculum development process and aim to have 100% participation.
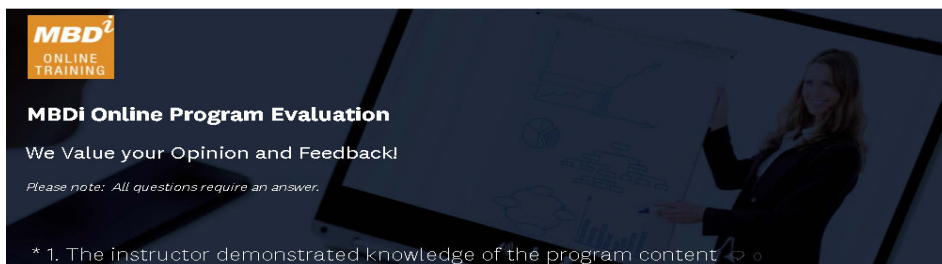


### 4.2  Revisit Training Materials | Notes

To receive the maximum benefit from your training experience, we encourage you to begin addressing the conceptual and mechanical challenges you face in Business Development.  Step outside your comfort zone and begin to immediately apply what you have learned in the training both personally and professionally.

### 4.3  Stay in Touch

The course does not end when you click "Leave Meeting" after the final session.  During training you learn as much from your classmates as you do from the instructors.  We encourage all participants to stay in touch with each other as well as the MBD$^i$ Business Development team.  Refer to your participant contact information sheet when you need support and/or feedback.

### 4.4  Success Stories

We are delighted to hear about your successes so that others can benefit from your experiences.  Please contact us at:

MBD$^i$
Charlotte, NC
Phone: (704) 553-0000
www.mbdi.com
info@mbdi.com

# Something to Think About

*You Can't Change Results if You Don't Change Behavior….*

*You Can't Change Behavior Unless You Change Thinking….*

❖

"Mastering others is strength. Mastering yourself is true power"

**~ Lao Tzu**