

It's Always the Quiet Ones: Relationship Building Secrets of the Introvert Entrepreneur

Perception: Introverts aren't salespeople... aren't comfortable with self-promotion... don't have the people skills to network effectively... don't always know how to play well with others. Reality: Introverts have specific innate qualities that lend themselves well to building a strong business by cultivating smart relationships. And the talents they think come naturally to other people are actually skills they can cultivate. Can you be an introvert and an entrepreneur, without being a fake extrovert? Yes! This course reveals your introvert superpowers, how they influence business development strategies, and why it takes a village to build a business...even if you're an introvert. You'll come away with actionable strategies to align your entrepreneurial activities with your introvert strengths.

Who should take this course?

This class is for entrepreneurs who consider themselves introverts. They are looking for increased understanding of their introversion, personal awareness of how it affects their approach to being a business owner, and strategies to grow their business in an authentic, sustainable manner.

Course Objectives

- Build awareness of the true definition of “introvert” and how it informs one’s role as an entrepreneur
- Develop an awareness of personal strengths that can be utilized in business development activities
- Explore sales reluctance, what causes it, and how to work through it
- Create a business development framework that honors the introvert’s personality and preferences while achieving goals

Course Details

- Length: 3 hours
- Classroom Type: Lecture
- Prerequisites: Self-identify as an introvert and are a full-time entrepreneur (services and/or product-based) for at least 6 months.

The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.



Course Contents

Build awareness of the true definition of “introvert” and how it informs one’s role as an entrepreneur

- Define “introvert” and place in societal context
- Differentiate between introvert and extrovert, and how those traits influence behavior and choices

Develop an awareness of personal strengths that can be utilized in business development activities

- Identify the primary ways introversion is an asset and a liability in entrepreneurship
- Examine the introvert “superpowers” that support business development tactics
- Create a list of primary strengths of individual class members

Explore sales reluctance, what causes it, and how to work through it

- Define “sales” and its related activities
- Identify the common obstacles that introvert entrepreneurs face during the sales process
- Discuss personal experiences with sales and best practices for integrating sales into your regular business activities

Create a business development framework that honors the introvert’s personality and preferences while achieving goals

- Determine the top three immediate (next six months) business development goals for each participant
- Create an outline or plan of action that is aligned with personal strengths and entrepreneurial goals
- Determine a time line, method of accountability, and markers of success