



**MONTREAL INTERNATIONAL  
CENTER FOR MANAGEMENT**

## **THE ENTREPRENEUR' S CLINIC ®**

This a program destined for those who want to start their own business outside the familiar framework of their home front. This program is for those who own a small business and want to break the barriers to the international market. Also those who want to start a business but, again, operating beyond the familiar boundaries of a single country.

What is an entrepreneur clinic?

The "Clinic" is a tool that helps measuring a person's entrepreneurial profile, possible gaps within that profile and what he or she could do in order to cover any gaps that may arise from the diagnosis. It looks at the individual in terms of the qualities within him, the behavior that he demonstrates and the abilities that he has to make his plans a reality. The program is divided into three parts : Diagnosis, Prescription and Action.

What does it include?

### Diagnosis

- The inside : The traits
  1. Achievement motivation
  2. Locus of control
  3. Risk taking
  4. Assertivity
  5. Sense of time
  6. Drive
  7. Perseverance
  
- The outside : the behavior
  1. Strategy
  2. Action
  3. Eyes
  4. Leading
  5. Power
  6. Emotion
  7. Networking

### Prescription

- Trait gaps : Type and filling
- Behavior gaps : Type and filling

### Action

- Gap filling
- Opportunity store
- The end of the tunnel
- Sourcing
- Bird's eye view

### Duration :

Between two and five work days depending on the coverage.

### In summary the program covers the following areas:

- Is entrepreneurship for you?
- What are your strengths and your weaknesses?
- Are you an achiever?
- Do you have the right controls?
- Have you got the drive?
- How will you identify an opportunity in the international market?
- How will you respond to the opportunity?
- The dos and do nots of global entrepreneurship
- Venture Capital (VC) in the global market.
- What strategy?

The program will be action and diagnosis oriented and very much geared towards the actual practice of business.