

**INCUBATE**

Becoming a Transformational Entrepreneur

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## Mentors:

- Bring specific skills to the entrepreneur
  - Accounting
  - Legal
  - Finance
  - Marketing
  - IT
  - Sales
  - Faith at Work
- Commitment (Varies based on need)
  - Pro-bono work for defined period
  - Potential to become part of trusted advisor team (with compensation)
- Requirements
  - Follower of Jesus Christ
  - Solid business background & acumen
  - Track record of success
  - Coaching / Teaching ability



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- **Coach Qualifications:**

- Believer with a strong faith foundation and lifestyle
- Track record of success in business. Ideally as an entrepreneur who launched a company but also an individual with senior level experience in running and developing a business.
- A heart for mentoring and well-developed coaching and communication skills.
- Testimony of integrating faith into their work and organizations.
- Attend Incubate boot camp as an observer.
- Attend and participate in Incubate Seminar series.
- Been recommended or qualified by a recognized leader in our network.



- **Certification**

- Not required to have program certification but we will be vetting coach background experience and faith-based principles + requiring to adhere to program training and toolsets

- **Role and Responsibility:**

- Actively participate in and contribute to the Incubate coaching community training and events.
- Be available to serve as breakout group leader for our Seminar series.
- Meet no less than at least once monthly with their assigned entrepreneur for 1:1 mentoring.
  - Use Uptick App for performance management and tracking.
- Be reasonably available between 1:1 meetings with entrepreneur for counsel.
- Provide regular feedback to the Executive Team and contribute to the knowledge and content base of the program.

# Mindset

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- Avodah: Work, Worship and Service - it isn't just business, it's marketplace ministry
- Startups are 2-3 years of hard work
- Entrepreneurs die on islands
- Failure is an option – have an exit plan
- The entrepreneur's foremost ministry is a great product or service – faith is NOT an excuse for mediocrity
- Biblical principles make you MORE competitive
- Build in ministry and giving from the start
- Margin before mission – you have to be profitable to do a good job at ministry
- Don't do something you don't understand
- Business planning gets you to the starting line; Coaching gets you to the finish line
- Money alone does not ensure success but it sure can enable disaster
- If this horse is dead, dismount – know when to say when
- Resilience, Tenacity, Adaptability are more important than Talent
- If you can't manage life, you probably can't manage a business either
- It's about more than money > it's about Ministry, Outreach, Jobs and Service to the Community
- The WHO is more important than the WHAT or the WHY

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### Next Steps:

- ➔ Register and plan to attend the upcoming [Bootcamp Series](#): starts March 22<sup>nd</sup> and runs for 10 weeks.  
Be sure to register as a Coach/Mentor
- ➔ Once you register for Bootcamp as a Coach or Mentor you will receive a survey that will help us identify your role and potential areas you may be of assistance to the entrepreneurs we're assisting.
- ➔ As the Bootcamp nears a close, we plan to activate the identified and approved mentors and coaches, pairing them up with the entrepreneurs that are entering the next phase of the program. This will require an assessment process within all communities along with 1-1 meetings that will solidify mentor/coach fit for the entrepreneur.

Thanks for volunteering, we are excited for God's plan to unfold within incubate!

Blessings,

**Bob Willbanks**

President

**Ambassadors for Business**

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