

# BUSINESS MANAGEMENT SUCCESS COURSES©



## PURPOSES, ASSESSMENTS, BENEFITS FAQ's

**Q: Can you please describe the different sets of Courses available?**

A: The first called the Foundation Series, and is a progressive set of six (6) courses designed specifically for new Owners and Program Managers.

**Q: Why is the Foundation series of Business Management Success Courses important for Owners?**

A: The Foundation Business Management Success Courses are designed to inform, enlighten, stimulate thoughtful internal dialogue, and provide a consistent path for the business knowledge development of Key Staff.

**Q: Why is the Foundation series of Business Management Success Courses important for Key Staff and Program Managers?**

A: As you progress in levels of responsibility, you will find it easier to do a GREAT JOB if you are aware of the FACTORS that go INTO doing a great job! There is a natural progression from Assistant or Co-Program Manager to Program Manager to Program Director to General Manager to possible Supervisor or Ownership. In any case, *your career opportunities really open up* when you arm yourself with the Business Systems Knowledge to succeed.

**Q: How would you describe the various levels of the FOUNDATION Course Series?**

**Business 101 (Foundations 1) Certification Course:** A great foundation for training current or prospective Program Managers. Owners of any level should take this course to see exactly what your managers will be learning.

**Business 201 (Foundations 2) Certification Course:** Built on the 101 Course, this is for intermediate level Program Managers, new Program Directors, new Owners, Owners in the Growth Phase, or those who are considering purchasing or starting a business.

**Business 301 (Foundations 3) Certification Course:** First in a series of two levels of Leadership Training Courses. A bridge course for those who have completed the 101 and 201 Courses to prepare them for the advanced Courses.

**Business 302 (Foundations 4) Certification Course:** The “next step” for experienced Program Directors, General Managers or Expansion Phase Owners.

**Business 401 (Foundations 5) Certification Course:** Designed for very experienced Program Directors, General Managers or Owners who are seeking cutting-edge knowledge. It is also for owners who want a “turn-key” operation to build the maximum value into their programs or overall company.

**Business 402 (Foundations 6) Certification Course:** Second in a series of two levels of Leadership Training Courses. For those who have completed the 302 and 401 Courses, and who aspire to the top levels of Leadership. Great for those who are preparing their staff for eventual ownership transition. 402 requires completion and submission of a 12-question Culminating Essay.

**Q: What is the difference between Program Managers and Program Directors?**

A: This is actually a very important distinction. Different businesses use different terms to describe positions within their organization, but in our course work a PROGRAM MANAGER handles the students, curriculum, events, etc. that are already in place. A PROGRAM DIRECTOR has more vision and scope, and is able to benchmark the performance of their program against the best in the country.

**Q: How will I go about accessing and learning the material in the Foundation Courses?**

A: Upon authorization, your link and password will be automatically generated and sent to your email address. Simply download the Course and the Test to your computer, and you are ready to go! All courses are arranged in Chapters and Lessons for smooth flow.

**Q: How much time do I have to complete each course?**

A: **You have up to 1 calendar month of online time for each Level.** There are no minimum time requirements prior to taking the tests, but the courses do require study to pass. We recommend a minimum of 2 hours of online time before you take the Assessment Test.

**Q: How is my learning assessed?**

A: **There are 60 questions on each course test. Passing grade is 75% or higher.** You may use the course as you take the test. We are interested in your thinking processes, not just rote memory. You simply fill out the test, save your work, and email it to [Courses@3rdLevelConsulting.com](mailto:Courses@3rdLevelConsulting.com) for scoring and feedback.

**Q: Can I re-test easily if I do not pass the first time?**

A: YES, no problem. If you are within the allotted 1 calendar month of online time, there is no charge. If you go outside the allotted online time, there may be a minimal charge to access the program again. You can print your own Completion Certificate immediately upon notification that you passed the test.

**Q: Are Certification Levels 2-6 set up in similar fashion?**

A: Yes, all Courses are identical in terms of study time, test questions and passing percentage.

**Q: Does the information and knowledge in one course build upon the previous course(s)?**

A: **YES!** The entire series is a progression. Just as teaching a child to tumble, swim, cheer, dance, perform a martial arts kata, play an instrument or read is a series of progressive steps, these courses provide progressive building blocks to business knowledge.

**Q: How quickly can I progress through the Certification Levels?**

A: You can go as rapidly as you are able! Although you have a calendar month of online time to complete each level, there is no minimum time before taking the level test.

**Q: If I am already an experienced Program Manager, Program Director, or Owner, can I skip the first levels?**

A: Sorry, no! Fundamentals are critical. It is **VITAL** that you understand what the people whom you "send" through this course will be learning. That way, you will be able to have very constructive discussions with them right from the start.

**Q: Does this Certification have valid use in the industry?**

A: **YES!** Many Owners and Supervisors are looking for Program Managers, Program Directors, General Managers or even eventual Owners. Your initiative in educating yourself will raise your "stock value" in their eyes. If you are fortunate enough to have progressive owners who have started you on this track, thank your lucky stars (and thank them as well). Future business owners will find that financial institutions actively inquire as to what your industry-specific business management knowledge is - these Certification Courses address those requirements.

**If you are already an owner**, you will find that your own knowledge base will be increased, and by having your Key Managers progress through these courses, you will be literally "on the same page" with respect to business development and terminology. When it does come time to transfer ownership of the business (and every business has this phase eventually), you may have some solid candidates.

**Q: Who should pay for these Foundation Level Certification Courses?**

A: Many businesses offer this to their Key Players free of charge, incorporating the cost into their Professional Development budget. After all, this is a form of internal marketing.

Others have paid 50% of the cost with the prospective or current Manager paying 50%. Upon receipt of their Completion Certificate, the company reimburses them back their original 50%. This way, you know that they are serious enough to put up some of their own money. As with many things in life, if something is "free", often times we do not truly appreciate it.

If you are a Program Manager, Program Director, Office Manager, General Manager or prospective Owner, you may want to pay for this yourself if the current Owner or Supervisor either will not or cannot fund this. Take the opportunity to improve.

*Whether you are an Owner or a Program Leader, the best dollars you can spend in business are the ones that encourage and increase Professional Development.*

If word of mouth is our most effective form of marketing, then professional development is the stimulus that creates the great experiences that your customers will talk about. Professional development is actually a major part of marketing for service businesses.

Contact [Frank@3rdLevelConsulting.com](mailto:Frank@3rdLevelConsulting.com)

or for complete information visit

[www.3rdLevelConsulting.com](http://www.3rdLevelConsulting.com)