



Start: September 12, 2024
Duration: 10 weeks

SELF-EMPLOYMENT PROGRAMME MODULES 2024



CAPACITY
 SELF-EMPLOYMENT
 PROGRAMME

LEAP

SEP - NOV 2024

Leadership & Business Skills for Establishing
 Self-Employment in Switzerland

CORE ELEMENTS

In-Person Workshops:
 Thursdays from 8.45 to 16.45
 in Adliswil 8134

Online Workshops:
 Thursdays from 17.30 to 19.30
 online on Zoom

Continuous Project Development:
 Self-paced independent work on your
 project

PROGRAM BENEFITS

*Grow your personal and professional
 network, set SMART goals, keep a project
 journal, access legal support to submit
 official paperwork, and more!*

MODULE	DESCRIPTION	DETAILS
ENHANCE SELF-LEADERSHIP	Cultivate personal leadership and strengthen your entrepreneurial mindset as you navigate your self-employment journey.	Thursday, 12 September 8:45 - 16:45 Adliswil 8134
		Thursday, 19 September 17:30 - 19:30 Zoom
REFINE YOUR OFFERING	Refine your business offer by focusing on market empathy and considering positive social impact	Thursday, 26 September 8:45 - 15:30 Adliswil 8134
		Thursday, 3 October 17:30 - 19:30 Zoom
Pause (Independent Project Work Continues): 7-18 October		
STRATEGISE YOUR BUSINESS BLUEPRINT	Leverage strategic tools and planning skills to create your business blueprint to advance your goals	Thursday, 24 October 8:45 - 15:30 Adliswil 8134
		Thursday, 31 October 17:30 - 19:30 Zoom
ENVISION YOUR MARKETING STRATEGY	Develop a professional branding story to establish your presence and reach your clients	Thursday, 7 November 8:45 - 15:30 Adliswil 8134
		Thursday, 14 November 17:30 - 19:30 Zoom
Showcase and Final Pitch: Closing Event in Person Friday, November 15, Bern (Date and place TBC)		

Participants must commit to attending 4 full-day in person workshops in Adliswil (8134) and 4 online Zoom sessions to participate in the programme.

Contact us: selfemployment@capacityzurich.ch