



**XXCELERATE COACH/MENTOR/INSTRUCTOR  
Job Descriptions and Interest Form  
2020 Business Supportive Services**

**Document Outline**

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**XXcelerate Mission**

[XXcelerate](#) was built by womxn entrepreneurs for womxn entrepreneurs!

XXcelerate provides business support, education and capital pathways for Oregon womxn entrepreneurs. We help them to grow their businesses, connect with resources and peer support, and scale profitably.

XXcelerate's mission is to unlock the massive economic power and influence of womxn entrepreneurs, diversify the face of business, and redefine expectations for future generations. By advancing the economic realities of underrepresented womxn owners, particularly Black/Indigenous/People of Color, we are creating a platform for their collective voice to be heard and influence to be valued. We host a 3-month strategic growth education program for early stage entrepreneurs, convene ongoing peer mentorship groups, have a one on one coaching program and offer capital readiness assistance for underserved womxn.

**XXcelerate Coaching Program 20XX**

We are seeking highly-qualified Coaches, Mentors, Facilitators, Instructors and Business Support providers who will be available to assist Xxcelerate's community in all subject matters relevant to entrepreneurship planning and capital readiness prep.

We seek subject matter experts who are qualified to coach, teach, mentor, inspire and encourage our program participants to be more efficacious, confident, capable, and knowledgeable in all matters pertaining to establishing and maintaining a sustainable and profitable business. Additionally, we seek individuals who are particularly and specially equipped to work with the underserved and underestimated members of our community. We are not seeking motivational speakers, life coaches, coaches with trademarked tools and approaches, spiritual or religious approaches, or coaches new to their trade. Cultural competency and a community spirit is a must.

Coaches have the option to volunteer their time and expertise to our mission or receive payment via a subcontractors agreement for a set of agreed upon deliverables or a combination of both. Please fill out an [Interest Form](#) to express your interest in any of the following positions - there, you will be asked to indicate your pay preferences, along with your hours of availability.

**All XXcelerate coaches/mentors/instructors must have the following qualifications:**

1. Must have a verifiable track record of success in coaching and mentoring entrepreneurs in your subject matter expertise.
2. Must have a holistic approach to working with underestimated entrepreneurs; barriers are often internal, systemic, social and cultural, not just knowledge based.
3. Possess patience and compassion in cases where the entrepreneur may not have the capacity or knowledge to advance in linear ways.
4. Thorough understanding of business financial statements and planning tools, and how to prepare them for external analysis.
5. For capital coaches: Understands the role debt can play in business growth and the ability to teach the concept in the context of the individual's business.
6. For capital coaches: Understands and practices how to articulate and translate growth strategy into reasonable cash flow projection statements for founders.
7. Must be willing to put the beneficiary needs before your business needs - we seek ambassadors - therefore we ask that you do not sell or promote your business with our clients.

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## **BUSINESS COACH PROFILE**

XXcelerate hosts workshops, online learning and offers one-on-one coaching. We seek coaches who are versed in building the capacity of early to growth to advanced growth phase entrepreneurs to become proficient and empowered in the following areas of competency as it applies to their particular business model. Business coaches may volunteer or be contracted hourly or on retainer depending on the need.

**\*\* Highlighted areas indicate high demand due to COVID19**

Business Tax and Governance

Legal and/or Governance

Operations and Business Systems

Human Resources, Staffing, Onboarding

Goal Setting, Strategic Planning, Strategic Decision Making

Financial Statements

Bookkeeping, Accounting and Finance - Best Practices

### Cash Flow - Projecting & Forecasting

Financial Forms, Tools and Software - Best practices

Profit First Methodology

Funding Growth Strategy

Debt Financing

Equity Financing, Venture Capital, Angel Investment

### Sales Strategy and Sales Cycle

Pricing and Positioning

Product Development

Marketing and Branding

How to 'Pitch' or Storytell

Communications and PR

E-commerce Strategy

Retail - Brick & Mortar

Import/Export

Franchising

Manufacturing / Supply Chain

We are sector agnostic, and pair coaches with intention, therefore we seek coaches that specialise in the variety of sector areas where our entrepreneurs have businesses. Please note in the [Interest Form](#) if your coaching expertise lies only in certain sector areas or you indicate if you have preferences. Please outline your time availability in the form.

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## PEER GROUP FACILITATOR/MENTOR PROFILE

XXcelerate hosts peer mentorship groups that are facilitated by womxn who are intimately familiar with the entrepreneurial journey, the ecosystem and the systemic and cognitive barriers womxn face. Groups are not only platforms for skills development and learning but we also work to build self-efficacy, develop entrepreneurial mindset, encourage mirroring and social persuasion, validate experience, hold individuals accountable, encourage progress and forward motion, and offer a soft landing space for personal work. **We especially seek qualified BIPOC to facilitate affinity peer groups in communities of color.**

To fit this profile, you will have the following characteristics:

- Be female or female identifying
- Have learned experience and a deep understanding of the entrepreneurial journey
- Understand the cognitive and behavioral influences on business, leadership and skills development within the context of damaging social normative structures and traditional power dynamics for vulnerable populations
- Must model the change we seek for womxn entrepreneurs through ambitious ambassadorship, positivity and with a mindset of abundance
- Be culturally competent, possess a diverse and inclusive social lens and be self-aware of cognitive biases
- Exhibit strong but balanced leadership skills - practicing radical candor while also being compassionate, reasonable and objective

- Be familiar with Oregon's startup/small business development ecosystem
- Have a proven track record in business coaching and skills development for underserved entrepreneurs

Our groups meet weekly or bimonthly (4 hours a month).

Facilitators will attend sessions, work with entrepreneurs one-on-one, arrange learning opportunities for their groups, and monitor and measure progress of group in regular reports. Approx. 15-20 hours per month. Facilitators may host more than one group.

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## INSTRUCTOR PROFILE

The XXcelerator is a 3-month program split into three tracks. Month 1 focuses on Goal Setting and Strategy. Month 2 focuses on Sales & Revenue. Month 3 focuses on Growth & Finance. The program curriculum is modular. Each month there is one classroom session (4 hrs), there is a subject matter centered workshop relevant and supportive of that month's topic (3 hrs), and one virtual learning session (1 -2 hrs).

We seek instructors interested in teaching our classroom curriculum and accompanying virtual learning sessions or workshops in the subject matter areas they have expertise in. **Due to COVID19, we seek instructors interested in hosting online learning, workshops and seminars in growth related education.**

The ideal instructor will possess the following qualifications:

- Has experience coaching and teaching entrepreneurs.
  - Will be outgoing, charismatic, motivational and will model the behavior we seek in our program participants.
  - Is proficient with online learning platforms.
  - Is proficient in creating engaging and interactive presentations.
  - Can teach early to growth stage womxn the range of skills needed for building strong business foundations. Subject matter expertise in the following categories: Strategic planning, setting OKRs and KPIs, Profit First, Setting up Business Systems, Org/Operations Management, Sales and Positioning, Financial planning, Funding growth strategy and Measuring growth/success.
  - Be culturally competent and a community builder by possessing a diverse and inclusive social lens and being self-aware of cognitive biases
  - Understanding how to keep busy adults on task and engaged will be a key to success in this environment.
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## CAPITAL READINESS COACHING

The XXcelerate Capital Readiness Program is available to womxn business owners who are unable to secure a conventional loan to grow their business. We seek financial and strategic coaches who can work with entrepreneurs in preparing them for capital (startup and growth) – assisting in preparing financial documents, creating bankable strategic approaches and readying the financial statements that they need to be successful in getting debt or equity financing.

We are mindful that coaches may be best equipped in their sector or industry only. Please indicate if you prefer or are only qualified to coach within a specific industry.

The ideal capital readiness coach will possess the following qualifications:

- Has experience coaching and teaching business owners to prepare for debt or equity financing
- Has banking, financial management, and/or lending experience. A plus if you are familiar with alternative debt financing products.
- Is able to build the capacity of owners to articulate strategy and goals into robust projections and create attractive revenue based growth models.
- Is flexible and patient but also motivational while being candid.
- Be culturally competent, possess a diverse and inclusive social lens and be self-aware of cognitive biases\*

\*Capital readiness coaches will be aware that conventional lending structures do not serve womxn and people of color in the same way they do the dominant culture. Coaches will be particularly sensitive to the mistrust, fear and doubt that our beneficiaries may have around the lending system and financial structures in general. If you are unable to understand the ways in which womxn and people of color face endemic systemic discrimination in lending and our economy in general, then you may not be the right fit for this role.

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## COACHING BEST PRACTICES

*At Xxcelerate, we work with underserved and historically underestimated populations, mostly womxn. We are constantly adapting and finding innovative ways to offer coaching that is sensitive to the particular journey that womxn and people of color endure, structurally and internally. We have compiled a list of practices that we value and we require that our coaches and advisors pledge these standards as well.*

**Be neutral and open-minded.** Entrepreneurs get a lot of different advice and often seek technical assistance because they are confused and unsure. Use your position in a neutral and helpful way versus practicing dogma, fixing their problems or coaching in absolutes.

**Founder First.** We embrace a founder first mentality. We take time to understand the whole picture, all the parts of their journey, internal and external and put listening to their needs first. We do not tell founders what they have to do but rather coach by presenting pathways and allowing them to navigate decision gates independently.

**Professional integrity.** Show up, do your best, be reliable, be respectful.

**Cultural Competency.** Possess an understanding that individuals have different ways of communicating, decision-making, approaching personal and emotional matters and relationships to the structural environment and apply that lens in your interactions.

**Client centered.** Put the needs of the entrepreneur first. Bring empathy, compassion and understanding to the unique lived experiences of each individual.

**Don't sell to the founders.** Maintain a separation between the products and services you offer and our work. The client will solicit your services independently if they desire.

**Authentic Inclusion.** Meet each individual where they are at - shape the environment to fit the needs of entrepreneurs.

**Make connections.** Help make connections across sectors and organizations. We know the value of social capital to underserved communities and encourage you to be a connector.

**Maintain confidentiality.** All applications and support sessions are confidential. Violation of this confidentiality will result in immediate removal from the Xxcelerate organization.

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## INTEREST FORM HERE

In order to express your interest in this opportunity, please fill out the form above.

We will be in touch with you to set up an interview.

Thank you for expressing interest in helping our community's womxn entrepreneurs!