



## Vision Corner Learning Center

*Career Focused Education*

# Career-Focused Learning One Page at a Time

*Welcome to an Educational Program Designed to be Actionable*

### Individuals

- Enhanced personal skills
- A more successful member of a company's team

### Small Business Owners

- Successful launch
- Successful controlled growth

### Corporate Leadership

- Workforce development through shaping culture
- Operational success through improved supervisory skills

### Entrepreneurs / Prospective Entrepreneurs

- Assessment of personal fit
- Successful launch and growth

## Vision Corner's Unique Strategy

There are hundreds of thousands of books and articles on these subjects. You do not have time to read them all.

Your journey will involve key moments and issues that are crucial to your success.

You can quickly gain insights and basic savvy in this system, and we will suggest additional action when deeper knowledge is important.

"One Page" is our goal for concise communication, one or sometimes two sides of a single 8.5 x 11 sheet. Per topic.

## Supporting these Methods to Teach / Learn

### **SOLO** (personal study)

The content here can be studied individually, and the references we provide can provide next-step guidance for deeper learning

### **MENTOR** (working with a savvy teacher/advisor)

One-to-one interaction with a mentor. Either student or mentor can select a topic, explore it with information provided here, and develop a plan for deeper study

### **SMALL GROUP** (teacher/mentor guidance)

A single leader conducting formal or informal learning sessions, over coffee, online or seminar. Discussion guides provided to encourage group dialog.

### **CLASSROOM / LECTURE** (leader to group)

Face-to-face or online webinar

## **SUPPORT FOR MENTOR / TEACHER**

One page content presentation

Discussion Guide

Case Studies

Resource references



# Career-Focused Learning Curriculum Advisory Team

*An Educational Program Designed to be Actionable:  
A Curriculum Development Team  
Experienced at Every Level*



**Steve James** is CEO of Frank Miller Lumber, a leader in the fine hardwood products that become part of amphitheaters, skyscrapers and architectural masterpieces worldwide: [www.frankmillr.com](http://www.frankmillr.com). Steve earned a bachelors degree in business administration from the University of Michigan and a masters degree from Kettering University. He served in senior management roles with General Motors for 27 years.

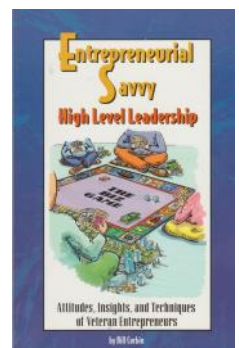
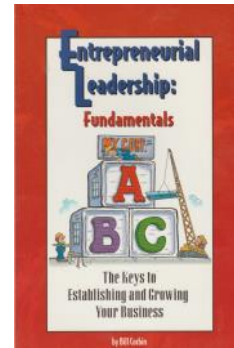
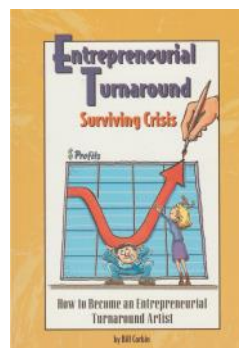
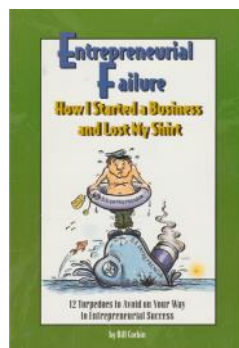
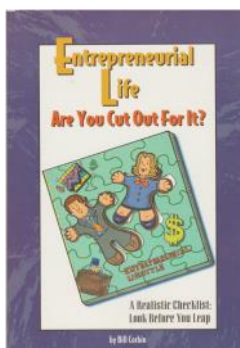
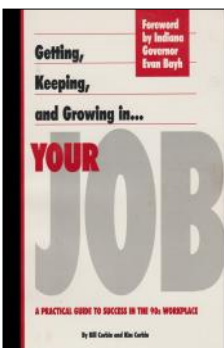
Steve's career-focused educational passion is **team-building through excellence in leadership**. He is a certified Maxwell teacher/coach and an oft-published author in industry and educational journals.



After an early career with General Motors and RCA, **Bill Corbin** became a lifelong entrepreneur with 15 start-ups two of which were acquired by publicly-held companies, Thomson-Reuters and Angie's List. .

Corbin is a published author in both **workplace readiness** and **entrepreneurship/small biz**, with books used in classrooms at both high school and college levels,

By coincidence, Corbin is also a graduate of Kettering University and later earned an MBA from the Harvard Business School.



Vision Corner works closely with collaboration partners, sharing and receiving education content..  
Current partners Include Randolph County United and the John Jay Learning Center.

**Inquiries welcome! <https://visioncorner.org>**



# Career-Focused Learning Entrepreneurship / Small Biz

## ***Business Development Via Entrepreneurial Energy: The Internet as Leveler of the Playing Field, Equis as a Live Example***

Vision Corner will encourage and support internet-based entrepreneurial start-up. See page 4 for a detailed discussion. Activities include:

Encouragement of student start-ups in both the KISS-TV and DECA programs, with facility support available at Vision Corner.

Encouragement of start-ups as part of adult learning.

Selective opportunities for incubation: live operation of the start-up with physical facility and guidance provided by Vision Corner.

Our curriculum advisors are Bryan Conklin, co-founder and president of Union City success story Equis Consulting Group, and his son Nate, Director of Marketing and Sales.



Bryan is a life-long resident of Union City, Class of 1975, with advanced study in business and management at Indiana Wesleyan and Ball State. He is a leader in community growth and revitalization including three terms as Mayor and one term as a City Councilman.



Nate is a 2006 graduate of Union City Community Schools and a 2010 graduate of Butler University. He is a third generation community leader, now serving on the City Council. Nate's sales and marketing background has supported the national expansion of Equis.

## ***Keys to Business Success for Small Business Launching a Business, Earning Loyal Clients, Sound Fundamentals Corner Cupboard as a Live Example***

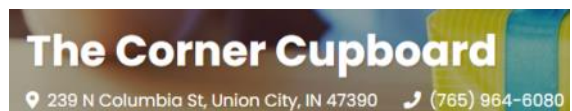
Small businesses remain a vital part of the economy and vitality of communities all across the nation.. Vision Corner educational programs support small business from the initial decision of whether the business idea is sound through start-up, customer base building, and development of the infrastructure that supports sound operation.

Our method is an extensive set of "One Page Discussion Guides" that cover individual topics such as "Improving the Customer Experience" with curriculum categories such as "Building a Loyal Client Base."

Each discussion guide can be used from a classroom lecture to a one-to-one discussion over coffee.



Our Advisory Board expert is Shelly King, a lifelong Union City resident whose family business roots trace to the 1950s, with focus in the hardware business. Shelly has operated The Corner Cupboard for over 30 years, navigating the ups and downs of the local economy.





# Internet-Based Entrepreneurship

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**About Vision Corner:** Vision Corner is a career-focused learning center located in the small town of Union City, Indiana. **The founding objective is economic development for Union City and Randolph County** in which education can play a role in **business creation and related job creation**

**20th Century Reality:** In the 20th Century, the majority of Randolph County jobs were created by manufacturing enterprises. The loss of those jobs—often called the plant-closing era—resulted from a complex combination of world economics, labor-management relationships and related costs of operation.

**21st Century Opportunity:** While the recovery of manufacturing related jobs is a worthwhile endeavor, the likelihood of major success in a 10 year time frame is low. The major companies, primarily related to transportation, that fed small town opportunity, are gone. The high-tech manufacturing that has driven the digital world is not located in the heartland.

The emergence of the Internet, provides an offsetting trend that represents remarkable opportunity for non-metro markets.

- ◆ The range of products and services that can be offered via the internet is wide and deep.
- ◆ The geographic marketplace accessible via the internet is worldwide.
- ◆ The cost of start-up is vastly lower than the cost of establishing physical factories.
- ◆ The profit opportunity within the internet economy makes high-paying jobs a realistic possibility.

**The internet is ideally suited to entrepreneurship, creating two categories of “jobs”:**

- ◆ Clusters of entrepreneurship provide income opportunities for both founders and support staff, and taken cumulatively can impact of local economy.
- ◆ Many internet-based enterprises have some variation of incoming communication that must be processed by humans. Examples are call centers, product fulfillment centers, data management and analysis centers, and outbound reporting of data analysis results.

**Vision Corner Will Energize Internet-Based Entrepreneurship in Four Ways**

- ◆ Educational content that teaches fundamental, made available at both the public school level and the adult learning level.
- ◆ Active encouragement of entrepreneurial experimentation, including available technology on-site, for both students and adults.
- ◆ Incubation of worthy projects, providing facility, equipment and guidance for live start-ups.
- ◆ Promotion of the program externally to attract potential entrepreneurs and to assist in relationship building locally, regionally, nationally and potentially internationally.

**The Vision Corner Advisory Team.** Union City has a live example of the power of internet entrepreneurship in Equis ([www.equismedicalconsulting.com](http://www.equismedicalconsulting.com)), a pioneer and industry leader in remote medical diagnostic. Co-founder Bryan Conklin and Nate Conklin are actively guiding the development of Vision Corner’s Internet-based Entrepreneurship program.

