



REMOTE WORK STRATEGIES FOR SMALL BUSINESSES

COURSE SYLLABUS

Course objectives

- Develop a long-term sustainable 1-2 page strategy for remote work
- Learn skills in strategy and innovation to help your business

What you will learn

Strategy and how it relates to innovation (week 1 & 2)

- What is strategy and what it's not
 - What is an internal vs. external strategy
 - How strategy relates to innovation
-

Design thinking (week 3)

- Learn how designers think to develop and test ideas
 - Identify needs and roadblocks to achieving your goals
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Communicating your strategy (week 4)

- Quantify and communicating impacts and benefits
 - Gather feedback to refine strategy
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Innovation in implementation (week 5)

- Develop an implementation plan
 - How to apply continuous improvement
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Weekly outline

- Course dates: October 18, 25, November 1, 8, 15
- Live instruction each Monday from 12:00-12:30 p.m. EDT with Dorinda So, Executive Director of pointA (slides and recordings will be available afterwards)
- Strategy development activities are due on Sundays at 11:59 p.m. EDT

We highly encourage you to attend classes on Mondays and to keep up with the activities on a weekly basis. However, if you can't attend, the materials will be posted after each class on our website for you to catch up.

Strategy development activities should take a minimum of 20 minutes every week and may require involvement of others on your team, depending on the week.

Notifications

You will receive an email from learn@pointa.ca when session recordings are available for viewing, when activities are assigned, and when activities are reviewed for completion.

Technologies

- **Zoom:** You can download Zoom on your phone, tablet or computer. We also have dial-in options as well. You don't need an account to join but we highly encourage it. We also encourage updating your Zoom app/software regularly ([see instructions here](#)).
- All course materials will be posted on our website. The link will be provided once you register.

Help/Questions

Your course instructor is Dorinda So. Your course administrator, who you'll see emails from, is Karisa Yuet.

You can email Karisa at learn@pointa.ca. We're always willing to help and we aim to answer your questions as fast as possible.

Strategy development activities

After each instructional session on Mondays, you'll have the opportunity to spend time developing your strategy. Each week, you'll answer a series of questions that will help you think through how to develop each aspect of your strategy. At the end of the course, you'll put everything together to become a complete strategy for implementation after the course.

The activity of the week is always posted on Mondays on our website. You'll also find the syllabus and any other materials for each week listed here.

Completed weekly activities can be emailed to learn@pointa.ca or uploaded on our website.

We review work for completion only. We'll do our best to review all homework assignments within a week so that you can put everything together at the end of the course.

Course instructor



Dorinda So
Executive Director

Dorinda So has spent the last decade advising business, academic and political leaders on strategy, innovation, policy and economic development. She has spoken internationally at conferences on these topics, is a regular guest lecturer at Ontario universities, and has published over 40 publications.

She has worked in many industries, from automotive and sustainable transportation to health care, real estate and finance, which inform her ability to think clearly about strategy and innovation and to teach these concepts in a practical manner. She sits on various governance bodies including at the University of Toronto.

About pointA

pointA is a non-profit that envisions sustainable transportation options for everyone. Our goal is to connect people to the places they want to go. We aim to give people and businesses transportation options that benefit the environment, the economy, and the well-being of our communities. In collaboration with our funders, members, and partners, we facilitate transportation demand management (TDM) programs and advocate for sustainable transportation.

Credits and thanks

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