



# REMOTE WORK STRATEGIES FOR SMALL BUSINESSES

## COURSE OUTLINE

### Course objectives

- Develop a long-term sustainable 1-2 page strategy for remote work
- Learn skills in strategy and innovation to help grow your business
- Network with other business owners + operators during the virtual workshops

### What you will learn

#### Strategy and how it relates to innovation (Module 1)

- What is strategy and what it's not
  - What is an internal vs. external strategy
  - How strategy relates to innovation
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#### Design thinking (Module 2)

- Learn how designers think to develop and test ideas
  - Identify needs and roadblocks to achieving your goals
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#### Communicating your strategy (Module 3)

- Quantify and communicating impacts and benefits
  - Gather feedback to refine strategy
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#### Innovation in implementation (Module 4)

- Develop an implementation plan
  - How to apply continuous improvement
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## How you'll learn

You will be sent a workbook with links to recordings and strategy development activities. Students who attend the workshop sessions are expected to watch a 30-minute video in advance of each workshop session.

Choose from:

### One-week workshop

Mon, Oct 18 to Thurs, Oct 21, 2021

- 4 days. 2 hours/day. (30-min recorded video + 1.5 hour workshop each day)
- Complete your strategy by end of day 4

Workshop session times:

Morning session - 10:00-11:30 AM EDT

Afternoon session – 1:00-2:30 PM EDT

Each session will include breakout sessions, Q&As and instruction time.

\*times are interchangeable

### On-demand

Go at your own pace over 5 weeks.

- Expected time commitment: 5 hours (2 hours video instruction, 2.5 hours for strategy development)
- Materials available from Monday, October 18 to Friday, November 19, 2021

## Notifications

Emails come from [learn@pointa.ca](mailto:learn@pointa.ca) so please ensure our emails don't go to junk!

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## 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/Feedback

You can email Karisa Yuet, Course Administrator, at [learn@pointa.ca](mailto:learn@pointa.ca). To book individual consultations with Dorinda, please book time using the Calendly link provided in the intro email sent to you by [learn@pointa.ca](mailto:learn@pointa.ca).

We provide feedback on all strategies that are submitted on or before November 19, 2021. For those who are taking the one-week workshop, we encourage sending the strategy to us on Friday, October 22, 2021 as you will have a completed strategy at that point. Please provide up to 2 weeks for feedback. All individuals who send in a completed strategy will be given a course certificate.

## Course instructor



Dorinda So  
Executive Director

Dorinda So has spent the last decade working with business, academic, and political leaders, and advising them 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 and thought leadership pieces. Over the course of her career, 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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