

**NATIONAL YOUTH LEADERSHIP FORUM:
BUSINESS INNOVATION
8 DAYS TO STARTUP**

*2015 Sample Schedule**

Day One: Program Welcome & Orientation

Welcome to *NYLF Business Innovation*

Seminar: Defining Business Innovation in the 21st Century

Keynote Address: Creating Innovators; Defining the Future

Julie Lein, Co-Founder and President, Tumml

College Success Workshop: Goal Setting 101

Day Two: Ideation & Product Development

Corporate Simulation: Creative Ideation & Design Challenge

Lecture: The Entrepreneurial Mindset

Personal Mission, Vision & Action Plan

College Campus Tour & Collegiate Culture Workshop

College Success Workshop: Understanding Personality Styles

Day Three: Innovation & Success

Business Simulation: Risks & Operations

Lecture: Business Development & Design for the 21st Century

College Success Workshop: Collaboration Skills

Field Excursion: Explore the Host City

Day Four: The Power of Technology

Business Simulation: Marketing & Finance

Lecture: Business Markets & Strategy

Guest Speaker: Business Ethics in the Digital Age

Apple Inc. Case Study

College Success Workshop: Communication Skills

**This sample schedule is provided as an example of the overall quality and scope of the experience offered. The 2015 specific schedule, locations and details may be modified.*

Day Five: Designing the Future

Lecture: Corporate Responsibility

Professional Site Visit

College Admissions & Enrollment Seminar

College Options & Selection Workshop

Day Six: Emerging Fields in Business

Corporate Simulation: Competition

Lecture: From Bigger Data to Smaller Footprints – Today's New Opportunities

Electric Vehicle Case Study: The Nissan Leaf

Seminar: Careers in Business

Day Seven: Jumpstarting Your Business

Corporate Simulation: Business Plan Pitch Rounds

Guest Speaker: Launching a Startup – Practical Tips for Success

Seminar: Connecting College to Career – Building a Pathway to Success

Personal Branding, Interviewing & Networking

Day Eight: Looking Forward

Corporate Simulation: Lessons Learned

Program Wrap-Up and Debrief: Becoming the Innovators of Today

Conference Departure