Position Title: Hustle USA 202 Workshop Mentor

Purpose:
Hustle USA 202 Workshop Mentors help entrepreneurs apply workshop teachings to their real-life business challenges. Workshop Mentors support entrepreneurs during in-session breakout groups by facilitating discussion, encouraging critical thinking, and guiding entrepreneurs through the weekly application assignments. This role is vital to building confidence and capacity in Hustle USA 202 participants.

Location:
In-person at Hustle USA 202 workshops. Specific dates and locations will be shared in advance.

Critical Competencies

- Facilitating group discussion
- Business application thinking
- Encouraging others
- Active listening
- Clear and thoughtful communication

Key Responsibilities:

- Attend selected workshops and listen to the guest speaker's presentation to understand the week's business concept
- Participate in small group breakout sessions during the second half of the workshop
- Help entrepreneurs apply concepts to their own businesses through open-ended questions, real-world examples, and collaborative brainstorming
- Encourage group participation and support respectful peer-to-peer learning
- Provide clarifying feedback or challenge assumptions to spark deeper thinking
- Observe and highlight progress made by entrepreneurs during the session
- Offer brief post-workshop insights or feedback to the Hustle USA team when applicable

Expectations:

- Focus on facilitating rather than directing. Your role is to guide, not lecture
- Be present, on time, and prepared to engage
- Respect the entrepreneurial journey and lived experience of each participant
- Attend at least one workshop as an observer before actively mentoring
- Communicate with Hustle USA staff about your availability or any scheduling conflicts
- Support a welcoming, professional, and mission-aligned environment

Responsible To:
Hustle USA Workshop Administrator, Director of Business Development, or other Hustle USA team members overseeing the 202 program

Time Commitment (TBD):

- Attend 1 observer session prior to participating as a Workshop Mentor
- Select and attend specific workshops based on your interest and expertise (each workshop is approximately 2 hours)
- Optional: debrief or check-in with Hustle USA team following your session(s)

Sample Workshop Topics You May Support:

- **Unit Economics**
  Goal: Learn to apply the concepts of unit economics to your business decision making.
- **Financial Statements**
  Goal: Understand what financial statements are, learn how to use them in your business, and learn to create a profit and loss statement.
- **Taxes and Accounting**
  Goal: Understand important tax considerations for your business and how you should set up your accounting systems.
- **Understanding Your Customers**
  Goal: Work toward better understanding who your ideal customers are and how to apply that knowledge to your business decisions.
- **The Operations Framework**
  Goal: Map out your operations and identify the bottlenecks that need to be alleviated.
- **Improvements to the Process**
  Goal: Assess gaps in your business and create an action plan to address these gaps.
- **Surveying the Battlefield**
  Goal: Identify where things can go wrong in your supply chain and the opportunities to increase your profits.
- **Crafting a Marketing Message**
  Gosal: Create an outline for your marketing message and explore vehicles to reach your target customer.
- **Sales Tactics**
  Goal: Learn the best practices for selling your products or services and practice giving your sales pitch.
- **Pricing**
  Goal: Learn different pricing strategies and identify the best pricing approach for your business.
- **Competitive Analysis**
  Goal: Identify three different competitive threats to your business and decide what you will do to address them.
- **Licensing and IP Protection**
  Goal: Understand what permits, licensing, and intellectual property protections you need for your business.
- **Sales Projections and Cash Flow**
  Goal: Learn how to utilize sales projections to manage your cash flow.
- **Hiring and Management**
  Goal: Learn how to hire and conduct interviews, create outlines for job descriptions, and understand how to conduct performance reviews.

Qualifications:
Business owners, working professionals, and individuals with relevant experience in entrepreneurship, small business, or key business functions. Must be thoughtful, dependable, and passionate about helping others grow. Preferred: a Christ follower who understands the value of faith and work and serves with a humble, encouraging spirit.