

DOCUMENT

Resources for Business Development



Australian Centre for Education & Training

WWW.ACET-GLOBAL.COM

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TV Shows Relevant to Entrepreneurs and Small Business Owners

- **Dragons' Den/Shark Tank/Lions' Den/Money Tigers**
Dragons' Den is a reality television show that features entrepreneurs pitching their business ideas. The aim is to secure investment finance from a panel of venture capitalists looking to invest in the next big thing. The program originated in Japan as *Money Tigers*, and local versions of the show, often with variations on the name (see above), have been produced in nearly 30 countries, including the UK, USA, and Australia. Whilst it may be more relevant to many entrepreneurs to watch the version based in their country (if available), it's worth watching different versions to learn the “do's and don'ts” of presenting a pitch. Watching versions from different countries can also help gain a foreign perspective on business pitches - vital for businesses planning to go international, as knowing how to interact with markets in various countries will put a business at the forefront of its niche.
- **Beyond the Tank**
Beyond The Tank is a US reality television spin-off series. It follows up on aspiring entrepreneurs who made business presentations to a panel of potential investors on *Shark Tank*. The show focuses on what happens after the deals on *Shark Tank*, but does not concentrate exclusively on successful entrepreneurs - some episodes feature entrepreneurs whose deals with the “Sharks” failed, while others focus on entrepreneurs who did not receive investments. The “Sharks” mentor the entrepreneurs, providing industry expertise and helping them to assess their businesses and make the tough

decisions that hopefully lead to success, growth and profits. The show helps viewers gain an understanding of the challenges and negotiations inherent in starting and expanding a business.

- **Ellen's Design Challenge (HGTV)**
Ellen's Design Challenge is a US reality competition series, and Ellen DeGeneres' first competition show. Furniture designers compete against each other - and the clock - by showing their abilities in sketching, designing and building furniture that is functional and marketable. In a series of furniture-making challenges, they usually have less than 48 hours to construct creative, versatile pieces that wow the judges, or they risk elimination. The last designer standing wins the grand prize of \$100 000 USD.
- **Like a Boss (Oxygen)**
Like A Boss is a US docu-series that takes an inside look at what it takes to be the assistant to some of the biggest power players in Atlanta. The show follows four hardworking and motivated executive assistants as they learn the ropes of business from their respective bosses, aiming to emulate their bosses' success. These protégés are out to prove they have the drive, focus and ambition to be a future CEO, but know that in order to get to the top, they must start at the bottom.
- **Restaurant Startup (CNBC)**
A US reality television show, the aim of *Restaurant Startup* is to discover, develop, and invest in America's next generation of culinary superstars. Two to three expert restaurateurs/chefs test up-and-coming eateries, choosing whether to invest their own money in entrepreneurs with promising culinary and business skills. Each episode sees investors select one of two competing pitches for a new restaurant, before the chosen team turns the concept into a functioning restaurant within 36 hours. After customers visit the restaurant over several hours, one or more of the investors may make the team an investment offer.
- **Small Business Secrets (SBS)**
Small Business Secrets is an Australian show that focuses on small businesses (including startups, franchises, and family businesses) overcoming the odds and finding success. Drawing on refugee and migrant business stories, it showcases how small business owners and innovators play a vital role in Australia's economic growth, and uses case studies to offer tips and insights into the roller-coaster of conceiving and running a small business in Australia. Each episode features a mix of established businesses offering the secrets to their success, those who have weathered financial storms, and those just starting out, and provides advice on how people can turn their business ideas into reality.
- **TechStars (Bloomberg TV)**
TechStars is a highly successful global startup incubator program. This reality series follows a class of TechStars startups, with competing tech entrepreneurs fighting for startup funding. The show offers an excellent insight into how to get the most from startup incubators, with valuable advice from respected technology leaders.

- **The Apprentice**
The Apprentice is a game show that originated in the US, and judges the business skills of a group of contestants. There is also a UK version of the same show. Billed as "The Ultimate Job Interview", the show features a number of business people who compete over the course of a season to go into business with the show's host. Usually one contestant (whoever performs most poorly) is eliminated per episode. Although game shows are mostly geared towards entertainment, they often do a good job of showing group dynamics (albeit slightly dramatised). *The Apprentice* is a great example of this, where even though entrepreneurs are split into two teams in the beginning, each contestant is still primarily concerned with his/her own success. Their explosive conflicts can help viewers learn how to avoid similar ones in their own businesses.
- **The Profit (CNBC, airs on A&E in Australia)**
The Profit is a US reality series where business expert Marcus Lemonis offers struggling small businesses his expertise, along with capital investment, in exchange for an ownership stake in the company. The show covers businesses in various industries across the USA, and focuses on Lemonis using his famous People/Process/Product principle.
- **Undercover Boss**
Undercover Boss originated in the UK and is now produced in many countries, including the USA, Canada, and Australia. This hit reality series disguises senior corporate executives or business owners, placing them into entry-level positions at their own companies. By going "undercover", the executives can investigate how their firms really work, identify how they can be improved, and reward hard-working employees. At the end of their time undercover, the bosses individually request that the employees they worked with travel to a central location - often corporate headquarters. The executives reveal their identity, and reward hard-working employees through promotion or financial rewards, while other employees are given training, better working conditions, or, in extreme cases, have their employment terminated.

Popular Books Relevant to Business and Entrepreneurship

- *Getting Things Done: The Art of Stress-Free Productivity* by David Allen, published 2001 by Viking Penguin, USA.
- *How To Win Friends and Influence People* by Dale Carnegie, first published 1936 by Simon & Schuster, USA.
- *Starting a Business: All-In-One For Dummies* by Consumer Dummies, published 2015 by For Dummies: A Wiley Brand, USA.
- *The Other “F” Word: How Smart Leaders, Teams, and Entrepreneurs Put Failure to Work* by John Danner and Mark Coopersmith, published 2015 by Wiley, USA.
- *Shoptimism: Why the American Consumer Will Keep On Buying No Matter What* by Lee Eisenberg, published 2009 by Free Press/Simon & Schuster, USA.
- *The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It* by Michael E. Gerber, published 1994 by HarperCollins Publishers, USA.
- *Double Double: How to Double Your Revenue and Profit in 3 Years or Less* by Cameron Herold, published 2011 by Greenleaf Book Group, USA.
- *Think and Grow Rich* by Napoleon Hill, first published 1937 by The Ralston Society, USA. Note that the original 1937 version of this book is now in the public domain, and can be found free online – try the 'Internet Archive' (2016): <https://archive.org/>.
- *The eBay Millionaire: Titanium PowerSeller Secrets for Building a Big Online Business* by Amy Joyner, published 2005 by John Wiley & Sons Inc., USA.
- *All In Startup: Launching a New Idea When Everything Is On The Line* by Diana Kander, published 2014 by Wiley, USA.
- *The Power of Positive Destruction: How to Turn a Business Idea Into a Revolution* by Seth Merrin and Carlye Adler, published 2016 by Wiley, USA.
- *The Customer-Funded Business: Start, Finance, or Grow Your Company with Your Customers' Cash* by John Mullins, published 2014 by Wiley, USA.
- *The Power of Your Subconscious Mind* by Joseph Murphy, first published 1963 by Prentice-Hall, USA.
- *Value Proposition Design: How to Create Products and Services Customers Want* by Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, and Trish Papadakos, published 2014 by Wiley, USA.
- *Drive: The Surprising Truth About What Motivates Us* by Daniel H. Pink, published 2009 by Riverhead Books, USA.

- *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries, published 2011 by Crown Business, USA.
- *The Eventual Millionaire: How Anyone Can Be An Entrepreneur and Successfully Grow Their Startup* by Jaime Tardy and Dan Miller, published 2014 by Wiley, USA.
- *Anticipate: Knowing What Customers Need Before They Do* by Bill Thomas and Jeff Tobe, published 2012 by Wiley, USA.
- *Built to Sell: Creating a Business That Can Thrive Without You* by John Warrillow, published 2012 by Portfolio, USA (formerly titled *Built to Sell: Turn Your Business Into One You Can Sell*, published 2010 by Flip Jet Media, Inc., USA).
- *Irrational Persistence: Seven Secrets That Turned a Bankrupt Startup Into a \$231,000,000 Business* by Dave Zilko, published 2016 by Wiley, USA.

Online Communities Relevant to Entrepreneurs and Small Business Owners

- **Australian Business Forum (ABF) <https://abf.events/>**

ABF is an independent non-political organisation that supports entrepreneurs, business owners and professionals in the Small & Medium Enterprise (SME) sector seeking to start, expand or transition their business domestically or across the Asian markets. The platform offers strategically focused events, along with extensive media channels, business services and a Corporate Club Membership program. ABF aims to connect small and medium enterprises in Australia to critical market trends, solutions, insights and unique networking opportunities, assisting them to refine their development strategies and engage with business partners.

- **Flying Solo <http://www.flyingsolo.com.au/forums/index.php>**

Flying Solo is a micro business community with more than 97 000 members. Resources include forums, a podcast and a directory. Based in Australia, Flying Solo exists to “support those who have chosen their own path, often turning their backs on traditional careers, to create a new way of living and working”. The community offers a large, active network of people from all walks of life who share the same dream and passion of creating their own successful business.

- **LinkedIn <https://www.linkedin.com/>**

LinkedIn is the world's largest professional network on the Internet, with more than 467 million members in over 200 countries and territories. LinkedIn describes itself as “connecting the world's professionals to make them more productive and successful”, and offers the latest news, insights, and opportunities from over 3 million companies.

- **SmartCompany <http://www.smartcompany.com.au/>**

SmartCompany is an online publication focusing on news, information and resources relevant to Australia's entrepreneurs, small and medium business owners and business managers. The site publishes updates on the latest news, business trends and ideas from around the world, along with business, tax, legal, marketing, politics and innovation developments in Australia.

- **The ANZ Small Business Hub <https://thesbhub.com.au/>**

Owned and managed by the banking group ANZ, this website offers resources on starting and running a business, and financial planning. It includes tried-and-tested tools and templates to help people do business simply and efficiently.