



Course Map – Registered Dietitians

Course Name: The Sports Nutrition Playbook for Professionals Business Mastermind
Instructor Name: Amy Goodson, MS, RD, CSSD, LD
Mastermind Description: <p>The Sports Nutrition Playbook for Professionals Business Mastermind is a 3-month, high-level, multifaceted mastermind course, delivered online, that provides the education, resources, and coaching necessary to launch a sports nutrition career, business, or program. It encompasses:</p> <ul style="list-style-type: none">• Steps and strategies to develop, grow, and elevate strategic communication skills to work with individuals, teams, groups, and other sports professionals• Guidance and coaching on developing a professional brand, enhancing leadership skills, gaining experience, interviewing, job searching, developing contacts, developing programs, etc.• Business fundamentals to start, grow, and market your business, as well as the tools to develop proposals, pricing structures, and negotiate contracts for services
Mastermind Instructor: <p>Amy Goodson, MS, RD, CSSD, LD received her Bachelor of Science degree in Speech Communications from Texas Christian University and her Master of Science degree in Exercise and Sports Nutrition from Texas Woman’s University (TWU). She is a Certified Specialist in Sports Dietetics and adjunct professor at TWU. As a registered and licensed dietitian, Amy is passionate about marrying nutrition and communications together to provide quality, science-based nutrition information through speaking, media, writing and consulting, as well as developing young leaders to do the same.</p> <p>Amy is the author of <i>The Sports Nutrition Playbook</i> and co-author of <i>Swim, Bike Run, Eat</i>, and <i>The 3-D Body Revolution</i>. She has over 1300 media placements nationwide, has given over a thousand presentations and hosted nutrition and communications workshops in the US and abroad. She is the owner of RD Career Jumpstart, a business designed to help dietetic students, interns, and new registered dietitians determine and take the steps necessary to reach their dream career.</p>

Mastermind Learning Objectives:

1. Strengthen critical thinking skills when working with diverse populations of athletes
2. Develop appropriate training table and travel menus for various types of teams
3. Increase knowledge and skills in counseling and working with individual athletes
4. Develop, grow, and elevate strategic communication skills to work with individuals, teams, groups, and other sports professionals
5. Complete a SWOT Analysis and apply to career and/or business development plan
6. Create a client avatar and identify potential streamlines of revenue designed for this client
7. Develop a business proposal for a real or potential client/group with various client/program opportunities and pricing levels
8. Create a 3-month professional development plan including the areas of: Mentoring/Coaching, Networking, Education/Experience/Training, Professional Involvement, and Business Development

Suggested CDR Performance Indicators:

Sphere 1: Ethics

- 1.1.5 Integrates new knowledge and skills into practice.
- 1.1.6 Recognizes and exercises professional judgment within the limits of individual qualifications.
- 1.1.7 Builds collaborative relationships to encourage professional growth and development.

Sphere 2: Communications

- 2.1.1 Assesses the communication needs of individuals, groups, and populations to provide effective communication.
- 2.1.2 Identifies and addresses barriers to effective communication.
- 2.1.3 Tailors messages and communication methods to meet the needs of target audiences.
- 2.1.5 Evaluates the effectiveness of communication methods used to ensure understanding of presented information.
- 2.2.1 Observes non-verbal and social cues and responds appropriately.
- 2.2.2 Delivers information and opinions in a respectful and professional manner.
- 2.2.3 Delivers accurate and credible messaging.
- 2.2.4 Ensures written communications are timely, legible, accurate, and professional in nature.
- 2.3.1 Identifies needs for and negotiates common ground with clients, inter- and intra-professional team members, and other stakeholders.
- 2.3.2 Considers and respects the opinions, creativity, values, beliefs, and perspectives of others.
- 2.3.6 Demonstrates conflict resolution and mediation skills.
- 2.4.3 Models behaviors that maximize group participation by consulting, listening, and communicating clearly.

Sphere 3: Leadership and Advocacy

- 3.1.1 Identifies strengths and opportunities for improvement in self and in others.
- 3.1.5 Seeks opportunities for and actively engages in mentoring and mentorship.
- 3.1.6 Takes an active role in sharing information and knowledge.
- 3.1.7 Participates in the development of a strategic plan, mission, and vision.

Sphere 4: Critical Thinking and Decision Making

- 4.2.1 Identifies potential or existing opportunities and challenges.
- 4.2.2 Reflects on own values, beliefs, and biases.
- 4.2.3 Demonstrates insight concerning personal expertise and limitations.
- 4.2.7 Identifies and implements a plan to address opportunities and challenges.
- 4.2.8 Evaluates the effectiveness of plans and decisions and makes adjustments when needed.

Sphere 8: Food, Nutrition, and Dietetics

- 8.1.1 Interprets and applies evidence-based literature and standards for determining nutritional needs of target audiences.
- 8.1.2 Integrates knowledge of biological, physical, and social sciences with knowledge of food and nutrition to make decisions related to nutrition care.
- 8.1.4 Integrates knowledge of macro- and micronutrients for digestion, absorption, and metabolism throughout the lifespan in practice.
- 8.3.1 Discusses with clients the Physical Activity (PA) Guidelines for Americans and the relationships between exercise, health, and disease prevention.
- 8.3.2 For RDNs who hold advanced certification in exercise physiology or sports dietetics, applies advanced principles from the PA Guidelines for Americans (e.g., intensity, frequency, duration, overload, progression, specificity, METs, and MET minutes).
- 8.3.3 Collects, analyzes, and interprets body composition, fitness, and exercise data to optimize physical performance.
- 8.3.6 Evaluates sport/dietary supplements (safety, legality, efficacy, quality, application to sport) and considers evidence-based reviews and testing by reputable third parties before recommending sports/dietary supplements.
- 8.3.7 Demonstrates an understanding of the ways in which progressive exercise training influences nutrition needs to support positive metabolic, structural, and immunological adaptations.
- 8.3.8 Creates a nutrition care plan to match energy and other nutrient and fluid needs to maintain health, optimize performance, and reduce the likelihood of negative exercise outcomes (e.g., overtraining, injury).
- 8.3.9 Develops nutrition periodization plans that match changes in training cycles.
- 8.5.1 Plans and designs nutritionally sound meals, menus and meal plans that promote health and disease management, and meet client needs.
- 8.5.2 Develops or modifies recipes, menus, and meals using sensory perception and other food components.

Sphere 9: Education and Counseling

- 9.3.3 Develops educational materials considering the client's literacy, cognitive, and physical functional levels to achieve objectives.
- 9.3.4 Takes into consideration the cultural needs of audiences and makes appropriate modifications to education materials.
- 9.3.5 Uses a variety of strategies to deliver education.
- 9.4.5 Implements individualized teaching plans in order to promote, maintain, and enhance nutritional health and learning.
- 9.6.1 Assesses client/patient nutritional needs and appropriateness of the counseling.
- 9.6.2 Applies a variety of counseling theories, psychological methods, and strategies that empower clients/patients to make changes.
- 9.6.3 Applies counseling principles and evidence-based practice when providing individual or group sessions.
- 9.6.8 Develops counseling or coaching goals in collaboration with clients.

Sphere 10: Clinical Care

- 10.2.4 Assesses client/patient physical activity levels to determine nutrition requirements.
- 10.2.7 Performs calculations to determine nutritional requirements by identifying and utilizing patient-appropriate formula.
- 10.2.12 Gathers information that affects intake and nutrition and health status (e.g., cultural, ethnic, religious, lifestyle influencers, psychosocial, and social determinants of health).
- 10.3.1 Establishes goals and desired outcomes in collaboration with clients/patients.
- 10.3.5 Establishes nutrition care plans, defining the time, frequency, and duration of interventions.
- 10.3.6 Develops nutrition prescriptions to communicate clients'/patients' customized diet and nutrition needs.

Sphere 11: Business, Industry, and Product Development

- 11.3.1 Adheres to the Code of Ethics of the profession.
- 11.3.2 Establishes, implements, and evaluates measurable goals to meet projections or targets.
- 11.3.5 Adheres to legislation, regulations, standards, and guidelines when selling products and services.
- 11.3.6 Demonstrates advanced communication, negotiation and leadership skills, and flexibility with clients/patients, team, and others.
- 11.3.7 Develops and implements marketing materials and advertisements, adhering to legislative, regulatory, and organizational policies.
- 11.4.1 Stays abreast of changing trends and technology in promotion, marketing, and advertising products and services.
- 11.4.2 Adheres to advertising regulations and organizational policies.
- 11.4.3 Ensures advertising information is evidence-based, balanced, accurate, and in the public's best interest.

Sphere 14: Organizational Management

- 14.2.1 Establishes and maintains an operational budget.
- 14.2.2 Manages expenditures and revenues using established procedures and tools.

Module # and Title	Module Description	Module Learning Objectives (MLOs)	Suggested CDR Performance Indicators:	Case Studies and Competency Activities
<i>Cultivate Confidence Masterclass</i>				
Module 1: <i>Cultivate Confidence</i>	<p>Many entrepreneurs have a desired destiny but lack the confidence to get started and lay out a plan for growth. Clarifying your calling, gaining competence, developing character, communicating effectively, getting critiques, and more all play a role in creating a successful, thriving business. The 10 Cs are required to lay a foundation, but also to allow for growth. This masterclass will help mastermind members identify the steps and skills necessary to have the dream career they want.</p>	<p>1.1 Start a professional development plan, identifying one area in each of the 10 Cs, necessary to focus on for growth.</p> <p>1.2 Learn how to identify best versus good yes's that lead to greater clarity in your calling.</p> <p>1.3 Identify three areas of connection/community necessary to help build a successful brand.</p>	<p><u>Sphere 1: Ethics</u> 1.1.5 1.1.7 1.1.6</p> <p><u>Sphere 2: Communications</u> 2.1.1 2.2.2 2.3.1 2.1.2 2.2.3 2.3.2</p> <p><u>Sphere 3: Leadership and Advocacy</u> 3.1.1 3.1.7 3.1.5</p> <p><u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.3 4.2.8 4.2.2. 4.2.7</p> <p><u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.2</p>	<p>Develop a Personal Calling Statement (PCS).</p> <p>Identify three best yes's and three good yes's currently in your job or business.</p>

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<i>Strategic Communication in Sports Nutrition</i>				
Module 2: <i>Strategic Communication - Knowing What to Say and How to Say It</i>	Strategic communication is essential for any professional who wants to go a step higher in his/her career. Knowing what to say and how to say it can make or break a relationship, a job promotion, and a business. This module teaches the tips and common mistakes of communicating effectively, ultimately helping a RD come out on top. Learning how to think on your feet and respond confidently is key to becoming a successful professional.	2.1 Identify the 7 Cs of Communication and how to utilize them in written and verbal communications. 2.2 Identify skills and techniques for communicating under pressure and in uncomfortable environments. 2.3 Apply communication skills for thinking on your feet in various types of scenarios and situations.	<u>Sphere 1: Ethics</u> 1.1.5 <u>Sphere 2: Communications</u> 2.1.1 2.2.3 2.1.2 2.2.4 2.1.3 2.3.2 2.1.5 2.3.6 2.2.1 2.4.3 2.2.2 <u>Sphere 3: Leadership and Advocacy</u> 3.1.1 3.1.7 3.1.6 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 4.2.2 4.2.8 4.2.3 <u>Sphere 9: Education and Counseling</u> 9.3.3 9.6.2 9.3.4 9.6.3 9.3.5 9.6.8 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.6	Develop an elevator pitch. Identify a personal struggle when forced to communicate under pressure. Determine two techniques you can use to effectively communicate in that situation. What is a stressful communication situation you recently had? Identify what technique you could have used to improve the outcome or how you felt when communicating the message.

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Module 3: <i>Working with Individual Athletes</i>	When working with individual athletes, there are a variety of common expectations, concerns, questions, etc. that practitioners may encounter. This module will help identify environmental and situational nutrition considerations when working with various types of athletes, as well as help RDs design and implement appropriate counseling strategies.	3.1 Identify environmental and situational nutrition considerations when working with high school, college, and professional athletes. 3.2 Design and implement appropriate counseling strategies. 3.3 When working with individual athletes, understand common expectations, concerns, questions, etc. that practitioners may encounter.	<u>Sphere 1: Ethics</u> 1.1.5 1.1.7 <u>Sphere 2: Communications</u> 2.1.1 2.2.2 2.1.2 2.2.3 2.1.3 2.2.4 2.1.5 2.3.1 2.2.1 2.3.2 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 4.2.2 4.2.8 4.2.3 <u>Sphere 8: Food, Nutrition, & Dietetics</u> 8.1.1 8.3.6 8.1.2 8.3.7 8.1.4 8.3.8 8.3.1 8.3.9 8.3.2 8.5.1 8.3.3 8.5.2 <u>Sphere 9: Education and Counseling</u> 9.3.3 9.6.1 9.3.4 9.6.2 9.3.5 9.6.3 9.4.5 9.6.8 <u>Sphere 10: Clinical Care</u> 10.2.4 10.3.1 10.2.7 10.3.5 10.2.12 10.3.6	Identify one population of athletes that you work with or want to work with, and list two to three nutritional considerations for this group. Create a nutrition assessment form to help guide you through a counseling session. Create a profile of your ideal client. Identify two common expectations, concerns, and questions that this individual might bring up in a counseling session.

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Module 4: <i>Executing Dynamic Group Presentations</i>	Public speaking is an effective way to expand your reach, build business, and make income. This module will help sports RDs identify the skills necessary to improve their public speaking skills and learn the necessary components of executing dynamic group presentations.	4.1 Identify and apply tips to improve your public speaking knowledge and skills. 4.2 Understand the educational, environmental, and logistical considerations when developing presentations. 4.3 Learn how to use message maps to develop dynamic group presentations.	<u>Sphere 1: Ethics</u> 1.1.5 <u>Sphere 2: Communications</u> 2.1.1 2.2.2 2.1.2 2.2.3 2.1.3 2.3.2 2.1.5 2.4.3 2.2.1 <u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.6 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.2 4.2.7 <u>Sphere 9: Education and Counseling</u> 9.3.3 9.6.2 9.3.4 9.6.3 9.3.5 9.6.8 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.6	Identify three areas of public speaking that you need to improve on. What is the first step you will take in each area? Create a message map for a presentation on a sports nutrition topic of your choice.

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Module 5: <i>Enhance Your Influence Through Video Content, Media, Social Media, and Writing</i>	<p>The capacity to have an effect on the character, development, or behavior of someone or something, otherwise known as influence, is essential to impacting clients, colleagues, the profession, and ultimately the world. This module provides tips and practical application steps on becoming an influencer and how to use the skills of video development, media, social media, and writing to positively impact career potential and the profession.</p>	<p>5.1 Analyze the scientific ways to increase influence and how to apply them in your business.</p> <p>5.2 Identify ways to incorporate and monetize various media channels.</p> <p>5.3 Utilize writing, blogging, and expert quotes to expand your brand and influence.</p>	<p><u>Sphere 1: Ethics</u> 1.1.5 1.1.7</p> <p><u>Sphere 2: Communications</u> 2.1.1 2.2.2 2.1.2 2.2.3 2.1.3 2.2.4 2.1.5 2.3.1 2.2.1 2.3.2</p> <p><u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.6</p> <p><u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.3 4.2.2 4.2.7</p> <p><u>Sphere 9: Education and Counseling</u> 9.3.3 9.3.5 9.3.4</p> <p><u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.4.1 11.3.5 11.4.2 11.3.6 11.4.3 11.3.7</p>	<p>Identify if traditional media or video development is a goal for you or your business. If so, identify one thing you can do in the next three months to grow your skill or reach in the area?</p> <p>List three ways you can improve your social media channel(s) to make it/them reflect you as a professional.</p> <p>Identify one to two ways you use writing in your career or business to increase your influence in the next three months.</p>

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Module 6: <i>Becoming an Effective Woman Leader in Performance Nutrition</i>	<p>While the sports world started more male-centric, women have now risen in all types of leadership and executive roles. To help you become a better leader, this module helps identify three ways you develop and establish your professional brand, how to make yourself stand out as an effective leader, and how to implement high performance habits that leaders must obtain to excel at every level.</p>	<p>6.1 Identify three ways your professional brand is established.</p> <p>6.2 Understand how to make yourself stand out as an effective leader.</p> <p>6.3 Recognize and implement high performance habits that leaders must obtain to excel at every level.</p>	<p><u>Sphere 1: Ethics</u> 1.1.5 1.1.7 1.1.6</p> <p><u>Sphere 2: Communications</u> 2.1.1 2.2.3 2.1.2 2.2.4 2.1.3 2.3.2 2.1.5 2.3.6 2.2.1 2.4.3 2.2.2</p> <p><u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.6 3.1.5 3.1.7</p> <p><u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 4.2.2 4.2.8 4.2.3</p> <p><u>Sphere 9: Education and Counseling</u> 9.3.4 9.6.2 9.3.5</p> <p><u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.6 11.3.2 11.4.1 11.3.5</p> <p><u>Sphere 14: Organizational Management</u> 14.2.1 14.2.2</p>	<p>Take a leadership assessment test and determine two areas you need to work on.</p> <p>Identify five words that define you and your brand.</p> <p>What is one high performance habit you need to work on and what are two things you can do to work on it?</p>

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<i>Building a Sports Nutrition Career, Program, or Business</i>				
Module 7: <i>Building Your Professional Brand</i>	Creating and building a professional brand, starting today, is essential for career success. A brand is more than a name and picture, it is the image and impression one creates in the minds of clients, the public, and in the profession. This module is designed to help a professional with the step-by-step brand development process to launch his/her career, or transition to a sports nutrition career, and make a lasting impact.	7.1 Understand the importance of building a professional brand in all aspects of career development. 7.2 Identify and reflect on your personal and professional strengths, weaknesses, opportunities, and threats. 7.3 Pinpoint your unique value proposition as a professional and develop a brand statement.	<u>Sphere 1: Ethics</u> 1.1.5 1.1.6 <u>Sphere 2: Communications</u> 2.1.1 2.2.2 2.1.2 2.2.3 2.1.3 2.2.4 2.1.5 2.3.2 <u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.7 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 4.2.2 4.2.8 4.2.3 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.7 11.3.2 11.4.1 11.3.5 11.4.2 11.3.6 11.4.3 <u>Sphere 14: Organizational Management</u> 14.2.1 14.2.2	Complete a personal SWOT analysis. List three skills, strengths, or talents you possess. How do they benefit you? How do they hold you back? List two to three problems you solve or would like to solve for your ideal client. List three people you trust to evaluate and critique your social media presence. Now ask them to do it! Draft a brand statement.

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Module 8: <i>Gaining Experience, Getting Involved, and Job Opportunities</i>	Getting involved professionally and volunteering can open up the door to new career opportunities. This module will help you recognize the various job opportunities in sports nutrition and how to gain relevant experience ultimately setting you up for your dream sports nutrition job or business.	8.1 Identify the 3 types of networks a RD needs and how to implement them in your career. 8.2 Recognize the various job opportunities in sports nutrition and how to gain relevant experience. 8.3 Develop a 5-year plan to incorporate volunteer experience and maximize your available time to create career opportunities.	<u>Sphere 1: Ethics</u> 1.1.5 1.1.7 1.1.6 <u>Sphere 2: Communications</u> 2.1.1 2.2.4 2.1.2 2.3.1 2.1.5 2.3.2 2.2.2 <u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.6 3.1.5 3.1.7 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.3 4.2.2 4.2.7 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.6 11.3.2	Create a 3-month professional development plan including the following categories: Mentoring/Coaching, Networking, Education/Experience, Professional Involvement, Business Development Identify three professional benefits you hope to achieve in each area. Develop a 5-year plan to incorporate volunteer experience and maximize your available time to create career opportunities.

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Module 9: <i>How to Get Your Foot in the Door: Reaching Out, Interviewing, and Following-Up</i>	<p>“How do I find the right job? What do I say in an interview? How many days do I wait to follow-up?” Job searching fears are real, especially to those starting a career in the field or transitioning between jobs or positions. This step-by-step module is designed to walk a RD through starting, or re-starting, the job application process, reaching out, interviewing, follow-up, what to say and what not to say, negotiating a salary, and ultimately accepting a job. It teaches the tips, tricks, and skills to get professionals the job they really want!</p>	<p>9.1 Identify practical ways to overcome job searching fears.</p> <p>9.2 Apply strategies for successfully applying for jobs.</p> <p>9.3 Demonstrate professional interview skills and develop appropriate follow-up plans.</p>	<p><u>Sphere 1: Ethics</u> 1.1.5 1.1.6</p> <p><u>Sphere 2: Communications</u> 2.1.1 2.2.4 2.1.2 2.3.1 2.1.5 2.3.2 2.2.2</p> <p><u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.6 3.1.5 3.1.7</p> <p><u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.3 4.2.2 4.2.7</p> <p><u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.6 11.3.2</p>	<p>Create a professional contact list of ten dietitians.</p> <p>Develop answers for each of the following questions:</p> <p>Tell me about a time you made an error and how you handled the situation to remedy it appropriately.</p> <p>What are three strengths that you obtain and what are potential pitfalls of each?</p> <p>How would you handle an athlete that disagrees with your recommendations?</p>

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Module 10: <i>Foundational Steps to Setting Up, Building, and Growing Business</i>	Laying a strong business foundation is key to long term success. This module will help you develop an appropriate business structure based on current and future career goals, as well as instruct and guide you on creating and implementing a logistical and marketing plan for your business or side hustle.	10.1 Identify how to set-up an appropriate business structure based on current and future career goals. 10.2 Create and implement a logistical plan to build your business or side hustle. 10.3 Distinguish appropriate marketing strategies and channels to grow your business.	<u>Sphere 1: Ethics</u> 1.1.5 1.1.7 1.1.6 <u>Sphere 2: Communications</u> 2.1.1 2.2.3 2.1.2 2.2.4 2.1.3 2.3.1 2.1.5 2.3.2 2.2.1 2.3.6 2.2.2 <u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.7 3.1.6 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 4.2.2 4.2.8 4.2.3 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.7 11.3.2 11.4.1 11.3.5 11.4.2 11.3.6 11.4.3 <u>Sphere 14: Organizational Management</u> 14.2.1 14.2.2	Register for a National Provider Identifier (NPI) number. Register for an EIN number. Evaluate the pros and cons of your business becoming an LLC. Determine if you will operate as a Sole Proprietor or S Corp. Complete niche client avatar.

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Module 11: <i>Making Your Own Way: Developing Business Proposals, Pricing, and Contract Negotiation</i>	While dietitians are the nutrition experts, many have not learned the entrepreneurial skills to develop, sell, and negotiate business proposals and contracts. This module walks RDs through the process of identifying a client’s need, developing proposals, and negotiating fees for business success.	11.1 Identify the necessary components to develop proposals to meet client needs. 11.2 Summarize and apply key information to include within written contracts. 11.3 Fine tune professional negotiation skills to develop contract terms and fees.	<u>Sphere 1: Ethics</u> 1.1.5 1.1.6 <u>Sphere 2: Communications</u> 2.1.1 2.2.3 2.1.2 2.2.4 2.1.3 2.3.1 2.1.5 2.3.2 2.2.1 2.3.6 2.2.2 <u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.7 3.1.6 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 4.2.2 4.2.8 4.2.3 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.7 11.3.2 11.4.1 11.3.5 11.4.2 11.3.6 11.4.3 <u>Sphere 14: Organizational Management</u> 14.2.1 14.2.2	Develop a business proposal for a current or future client. Identify three types of services you will offer clients and pricing strategies for each.

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Module 12: <i>Steps to Developing Programs, Courses, Books, Podcasts, and More</i>	Creating various streams of active and passive income can help grow businesses at a faster rate. This module will help RDs determine which products are best for business goals, how to recognize the energy and resource demands to create each, and how to monetize products to various audiences and populations.	12.1 Identify the types of products you would like to offer in your business and the first three steps necessary to start the first one. 12.2 Recognize the time, energy, and resources necessary to develop desired products. 12.3 Understand the monetization process of offering various products.	<u>Sphere 1: Ethics</u> 1.1.5 1.1.7 <u>Sphere 2: Communications</u> 2.1.2 2.3.2 2.3.1 <u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.6 3.1.5 3.1.7 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 4.2.2 4.2.8 4.2.3 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.7 11.3.2 11.4.1 11.3.5 11.4.2 11.3.6 11.4.3 <u>Sphere 14: Organizational Management</u> 14.2.1 14.2.2	List the products you would like to create and identify how they align with your brand and business goals. Identify the first or next type of product you want to develop and the initial three to five steps necessary to start the project.

Module # and Title	Module Description	Module Learning Objectives (MLOs)	Suggested CDR Performance Indicators:	Case Studies and Competency Activities
<p>Module 13: <i>Working for Yourself: What to Consider and Where to Begin</i></p>	<p>When starting to work for yourself, there are a variety of personal, professional, and life variables to evaluate. This module will help prioritize important considerations and key steps to develop and launch a business in sports nutrition. It also pinpoints the necessary traits of an entrepreneur and how to incorporate them into your current or future business strategy.</p>	<p>13.1 Identify appropriate mentors, coaches, and other training opportunities necessary to build a strong business foundation.</p> <p>13.2 Prioritize important considerations and key steps to develop and launch a business in sports nutrition.</p> <p>13.3 Pinpoint the necessary traits of an entrepreneur and how to incorporate them into your business strategy.</p>	<p><u>Sphere 1: Ethics</u> 1.1.5 1.1.6</p> <p><u>Sphere 2: Communications</u> 2.1.2 2.3.2 2.3.1</p> <p><u>Sphere 3: Leadership and Advocacy</u> 3.3.1 3.1.6 3.1.5 3.1.7</p> <p><u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 4.2.2 4.2.8 4.2.3</p> <p><u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.7 11.3.2 11.4.1 11.3.5 11.4.2 11.3.6 11.4.3</p> <p><u>Sphere 14: Organizational Management</u> 14.2.1 14.2.2</p>	<p>Develop a personal budget.</p> <p>Evaluate the following five questions:</p> <ol style="list-style-type: none"> 1. How great is the risk? 2. Is there a niche or position for what you do in your area or are you willing to move? 3. What contacts, connections, and networks do you have for your business plan or the job you want? 4. How much money do you need to make? 5. How can you market yourself?