CHICHESTEER SCHOOL OF BUSINESS & ENTREPRENEURSHIP

CSBE 301 — ADVANCED LEVEL STUDENT WORKBOOK

Chichester School of Business & Entrepreneurship
Advanced Entrepreneurship & CEO Mastery

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📘 WEEK 1 WORKBOOK — The Expansion Architect

SECTION A — Identity of a CEO Architect

Prompt:
What type of CEO are you becoming? Describe the future identity you must adopt to lead your expansion.

Worksheet:

- What beliefs must elevate?
- What behaviors must change?
- What responsibilities must expand?

SECTION B — Your 7 Expansion Models Snapshot

Write one sentence describing where you stand in each model:

1. Vertical
2. Horizontal
3. Brand
4. Product
5. Market
6. Digital
7. Asset

Reflection:
Which two models represent your fastest expansion opportunities?

ACTION PLAN — Week 1

- Clarify your CEO identity
- Identify your expansion readiness
- Prepare for Week 2: The Expansion Sequence™

📘 WEEK 2 WORKBOOK — The Expansion Sequence™

SECTION A — Your Core Foundation

Prompt:
What must be strengthened at the core of your business before expanding?

SECTION B — Systemize + Delegate

List 5 recurring tasks you *should not* be doing as the CEO.

SECTION C — Stabilize Cash Flow

Track:

- Current recurring revenue
- Revenue predictability level
- Gaps in consistency

ACTION PLAN — Week 2

Complete your personal Expansion Sequence™ assessment.

📘 WEEK 3 WORKBOOK — Vertical Expansion

SECTION A — Premium Tier Design

Worksheet:

- Your "Gold" Offer

- Your “Premium” Offer
- Your “Platinum” Offer

SECTION B — Lifetime Customer Value (LCV)

Prompt:
What additional services can you ethically offer to existing clients?

ACTION PLAN — Week 3

Build a 3-tier premium expansion path.

📘 WEEK 4 WORKBOOK — Horizontal Expansion

SECTION A — Market Transition Mapping

Choose 1–2 new markets you could enter using your existing expertise.

SECTION B — Audience Transition Fit

Worksheet:

- Who are they?
- What pain do they experience?
- Why are you qualified to serve them?

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ACTION PLAN — Week 4

Create your Horizontal Expansion Entry Plan.

📘 WEEK 5 WORKBOOK — Brand, Digital & Asset Expansion

SECTION A — Brand Expansion Opportunities

Identify 3 brand-leverage paths:
(Examples: Publishing, speaking, partnerships)

SECTION B — Digital Expansion Planning

Worksheet:

- Course idea
- Digital tool idea
- Membership or community idea

SECTION C — Asset Expansion

List any assets you could build:

- Licensing
- Real estate
- Equity plays

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ACTION PLAN — Week 5

Choose one expansion path to begin building immediately.

📘 WEEK 6 WORKBOOK — Expansion Decision Matrix

SECTION A — Decision Matrix Scoring

Score each opportunity using the following categories (1–10):

- Alignment
- Capacity
- ROI Potential
- Risk Profile
- Resources Required
- Time Commitment

SECTION B — Matrix Summary

Which expansion opportunity scored the highest?
Which scored the lowest?
Where will you focus?

ACTION PLAN — Week 6

Finalize your #1 expansion priority.

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📘 WEEK 7 WORKBOOK — Ecosystem & Wealth Architecture

SECTION A — Multi-Stream Wealth Mapping

Create your 7 income streams map:

1. Core Business
2. Scalable Offers
3. Recurring Revenue
4. Digital Assets
5. Licensing & Royalties
6. Real Estate
7. Investments

SECTION B — Ecosystem Blueprint

Worksheet:

- Lead offer
- Ascension offer
- Expansion offers
- Passive wealth vehicles

ACTION PLAN — Week 7

Complete your Wealth Architecture Blueprint.

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📘 WEEK 8 WORKBOOK — Graduation + Legacy Blueprint

SECTION A — Legacy Vision

Prompt:
What do you want to build, protect, and pass on?

SECTION B — CEO Exit Vision™

Choose your exit path:

- Scale + Step Back
- Grow + Sell
- Build + Pass Down

Explain why you chose it.

ACTION PLAN — Week 8

Finalize your Legacy Blueprint.

📘 WEEKLY QUIZ REQUIREMENTS

- **10-question quiz each week**
- **Multiple choice**
- **Must score 80% or higher to proceed**
- Students may retake failed quizzes

- Final exam administered in Week 8

📘 FINAL SUBMISSION CHECKLIST

Before graduation, you must complete:

✓ All weekly worksheets
✓ All weekly quizzes (80%+)
✓ Wealth Architecture Blueprint
✓ Legacy Blueprint
✓ Expansion Decision Matrix
✓ CEO Exit Vision™