

## Export Compass Readiness Scorecard Workshop

### Agenda - June 15, 2018

**Purpose:** The aim of this facilitated meeting is to, together, define the enablers and inhibitors of export for Alberta Small and Medium-sized Enterprises (SMEs). Your valuable contribution will support the creation of an 'Export Readiness Scorecard' to enable SMEs to more readily navigate the market expansion process. This Export Readiness Scorecard will be further developed and refined through an intensive research study on Alberta SMEs.

Time	Deliverable	Facilitator
14.00	<b>Arrival &amp; introductions</b> Introduce yourself and your background in internationalization and exporting. Please tell once short story of an example of export success.	Dr. David Finch
14.15	<b>First Topic – Factor Identification</b> Factors that Drive Export Success or Act as Barriers. List as many factors you have observed based on the following two categories: 1. Organizational Factors (e.g. skills, leadership, industry etc) 2. Environmental Factors (e.g. competition, regulation etc)  All attendees will post these on the wall and attendees will cluster these under major themes. These clusters will be debated and labelled.	Dr. David Finch
14.45	<b>Second Topic – Factor Prioritization</b> All attendees will be given five checkmarks to prioritize the factors that have the greatest influence on export success.	Dr. David Finch
15.15	<b>Third Topic – Factor Measurement</b> Based on the top X factors. We will discuss how these factors can be measured or evaluated. We will remind everyone that the goal here is a diagnostic tool that will enable Alberta exporters to evaluate their export readiness – and identify gaps or areas of weakness.	Dr. David Finch
15.45	<b>Third Topic – The Final Word</b> What would the <u>one piece</u> of advice you'd give to any small business person considering going international. Round table discussion.	Dr. David Finch
16.00	<b>CLOSING (5 minutes)</b> An opportunity will be given for a short comment by any participant. A request for them to suggest any person or organization that we should contact as part of this development process.	Dr. David Finch
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