

## “Spotlight on an Entrepreneur” Success Story Guidelines



### Success Story Overview

Are you an entrepreneur who has built and expanded your business with the support of the Cisco Entrepreneur Institute?

If so, we want to hear your story. Please use this document as a guide for writing a success story, and email it to us at [entrepreneurs@cisco.com](mailto:entrepreneurs@cisco.com). Your success story may appear on <http://ciscoinstitute.net> “Spotlight on an Entrepreneur”.

By emailing us your story, you are giving permission for the Cisco Entrepreneur Institute to use and post your story on our website and in our marketing materials. We may contact you for a follow-up interview.

Institute Program Managers and Facilitators please use this as a guide for interviewing Institute participants for success stories.

### What are Success Stories?

Success stories are compelling human interest stories that demonstrate how the Cisco Entrepreneur Institute is improving the lives of entrepreneurs and community members around the world. Success stories will be posted on the Cisco Entrepreneur Institute website at [www.ciscoinstitute.net](http://www.ciscoinstitute.net). The main focus areas of success stories are as follows:

**Impact on Business** – personal accounts of how the Cisco Entrepreneur Institute has helped entrepreneurs improve their businesses. Examples could include increases in revenue, productivity, and competitive advantage.

**Overcoming Obstacles** – ways in which the Cisco Entrepreneur Institute has provided opportunities for individuals, perhaps targeting women, disadvantaged youth, and underserved populations and communities.

### How to Submit Your Success Story

- Email your success story to [entrepreneurs@cisco.com](mailto:entrepreneurs@cisco.com)
- Please write “Institute Success Story” in the subject line of your email.
- Provide the answers to the questions below
- Attach photos of yourself or business (See guidelines for photos below)
- Complete and attach the Right of Publicity form. (to be completed by the subject of the success story) This allows Cisco to use their testimonials and photographs. Cisco cannot post success stories to the website without a completed Right of Publicity form.

**Include the following basic information in your email:**

- Name
- Title
- Email Address
- City
- Country
- Name of Cisco Entrepreneur Institute
- Names of Institute workshops and courses you have participated in, or are currently participating in (Starting a Business, Growing a Business, iExec, etc):
- How did you learn about the Cisco Entrepreneur Institute and why did they choose to participate in the Cisco Entrepreneur Institute?:
- Name of your business:
- Website address for your business

**Write your success story.** Please describe your business, and the success you have achieved as a Cisco Entrepreneur Institute participant. Some information to consider when submitting your success story include:

- Describe your business and how you got started.
- How long have you had this business?
- How many employees do you have?
- Which skills and personal qualities helped you succeed in your business?
- Before enrolling in the Cisco Entrepreneur Institute workshops, what was your biggest challenge or challenges?
- What is the most significant outcome of your Cisco Entrepreneur Institute experience (what was most valuable)?
- How did various aspects of the program such as workshop content, instructors, guest speakers, or videos help you succeed?
- What did you enjoy most about the Cisco Entrepreneur Institute?
- In what ways have you used the skills you learned from the Cisco Entrepreneur Institute?
- Would you recommend the Institute to others?
- What are some key considerations people who may be interested in establishing their own businesses should take into account?

**Photography**

Each story should be accompanied by at least one photograph that shows the subject(s) in an academic, community, or professional setting, depending on the theme of the story. To coincide with Cisco branding guidelines, the photographs should be candid, without people looking directly at the camera. Photographs should be supplied by the individuals featured in the story. To take a good photo, make sure the lighting is bright without shadows, and that there is nothing unusual in the background. Also, it is best to take a few photos at various angles to allow for choice. Anyone appearing in a photo must sign the Right of Publicity General Release

Please contact us at [entrepreneurs@cisco.com](mailto:entrepreneurs@cisco.com) with any questions. We look forward to featuring your story on [ciscoinstitute.net](http://ciscoinstitute.net)!



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