

LEAP Programme 2025

LEAP is designed for people who want to become self-employed with a clear project idea in its early stages of development. Rooted in self-leadership, the programme offers a step-by-step journey to build a realistic business blueprint – with expert guidance, peer support, and practical tools to move from idea to action.

Final Event

13 November, Bern



Present your journey and business idea to a wider audience in a supportive space.

4

BRAND, MARKET
& PITCH YOUR
IDEA

Develop a professional branding story to build your presence and connect with your clients. Shape your message and explore simple ways to be visible and consistent.

Tuesday, 28 October

8:45 – 17:00

8134 Adliswil

Tuesday, 4 November

17:00 – 19:30

Zoom

Independent Work

7-17 October

Use this time to validate your idea, gather feedback, and adjust your pricing and messaging. This phase helps prepare for branding and visibility.

3

PLAN YOUR
OPERATIONS &
FINANCES

Think strategically about how you will deliver value to customers or clients. Define key activities and resources. Build a basic budget, calculate your cost structure, and define pricing.

Tuesday, 30 September

8:45 – 17:00

8134 Adliswil

Thursday, 21 October

17:00 – 19:30

Zoom

2

DESIGN & TEST
YOUR VALUE

Apply design thinking to connect with your ideal client, build a prototype, and refine your value proposition. Explore what others are offering and discover what makes your solution stand out and truly solve a problem for your community.

Tuesday, 16 September

8:45 – 17:00

8134 Adliswil

Tuesday, 30 September

17:00 – 19:30

Zoom

1

LAY THE
FOUNDATION

Lay the foundation for your business idea by connecting to your values and purpose, and setting an empowering mindset. Begin shaping a business idea rooted in who you are and what you already have.

Tuesday, 2 September

8:45 – 16:45

8134 Adliswil

Tuesday, 9 September

17:00 – 19:30

Zoom