



**WOMEN'S
ENTERPRISE
CENTRE**

*Realize your
business potential*

Workshop Offerings

2019/20



Brienna Remes and Laura Forbes
Building Blocks Educare, Kelowna
WEC Loan and Training Clients
14 jobs created

Skills TRAINING

Business LOANS

Professional ADVICE

RESOURCES

Workshops Available for Delivery throughout BC

Women's Enterprise Centre (WEC) workshops are designed to enhance business capacity and fuel success. Our training adds value to the services you already offer by providing essential business training in a supportive environment for busy women entrepreneurs.

Our training features:

- Practical, applicable skills that are 100% relevant to the successful operation of a small business
- A range of subjects proven to be pivotal to small business success and relevant for entrepreneurs in every stage of business
- Success-oriented workshops developed by industry experts, many of which feature local business owners as storytellers to add real-life examples

Our workshops are customized for your needs and each is specifically tailored to the audience—reflecting their demographics, business or professional experience, industry and geographic region.

OVER 24 YEARS DEVELOPING ESSENTIAL BUSINESS SKILLS

Since 1995, we have hosted over 35,000 workshop participants in over 2,000 workshops throughout the province. The impact of our skills development program is proven: 99% of our workshop participants rate our training as directly applicable to their business, and they attribute 50% of their increased revenue to WEC training.

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WORKSHOP OFFERINGS

We have workshops for entrepreneurs in every stage of business. Our most popular titles include:

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STARTING A BUSINESS

Going Solo! For Aspiring Entrepreneurs

This is an uplifting course that will help aspiring entrepreneurs make ‘entrepreneur’ their middle name! The workshop explains the business start-up process using real-world examples. Participants will determine the potential gaps in their own business plan and receive information about additional resources and tools that are available for supporting business success.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops
1 hour | 3 hour

Remote Workshops
1 hour webinar

So You Want to Be an Entrepreneur!

What does it take to be an entrepreneur? This workshop explores the characteristics of entrepreneurs and analyzes participants’ potential to consider small business ownership as a viable career option. The workshop also provides information about additional resources and tools that are available for supporting business success.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops
1 hour | 3 hour

Remote Workshops
1 hour webinar

FINANCIAL UNDERSTANDING

Financial Understanding

Even if you use a bookkeeper and/or accountant, it is imperative that you understand the financial side of your business. This introductory-level guide takes you through practical exercises to help you understand the type of information financial statements provide.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops
3 hour

Remote Workshops
1 hour webinar

FINANCIAL MANAGEMENT

Financial Management for Small Business

One of the keys to business success is an ability to interpret financial statements. In fact, a primary cause of business failure is poor financial management, including the misinterpretation of financial statements and inappropriate action taken as a result.

This workshop will help business owners understand basic financial principles that must be applied to business decision-making on a daily basis. Workshop material covers the functions of, and how to interpret, cash flow management, credit and collections, the cost/profit/volume relationship, and business ratios. By the end of the workshop, entrepreneurs will be able to speak more confidently to their accountant and banker about their financial statements.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

HR MANAGEMENT

Keeping Good Employees on Board

What is the key to business success? Engaged and productive employees! Participants will learn how to measure engagement, create rewards that fit small business budgets and become an employer of choice. They will gain an increased understanding, not just about why employees leave, but more importantly why they stay. Participants will be able to determine best practices that will fit within the unique culture of their business and create an action plan to increase employee retention.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

MARKETING

6 Keys to Common-Sense Marketing

Learn the Six Keys to Marketing Success and maximize the opportunity to gain exposure for your business and increase sales. One of the challenges of owning a small business is to know how to market effectively on a tight budget. Join us for this interactive workshop and learn how to integrate the 6 keys to marketing into your business.

A lot of marketing is common sense; but don't make the same mistakes that your competitors are making! Get the most of your marketing dollars using these six keys. In any business, particularly in small business, marketing is most effective when it is both strategic and creative. In this workshop you will learn the best ways to ensure that your marketing dollars and efforts are properly targeted to attract the customers you want for your business. This workshop is the introduction to Focused Marketing.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

Focused Marketing: Targeted Effort, Tangible Results

When a business owner is asked about their marketing strategy, too many think about direct mail campaigns, newspaper ads or word of mouth. All those things are a part of marketing, but they are not strategy. They are tactics. Tactics are only as effective as the strategy behind them— the WHY of marketing. This practical workshop guides the business owner through the process of building a sound marketing strategy for their business to reveal the tactics that make the most sense for their motivation, market and money.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

SALES STRATEGY

The Power of One: How Small Changes Can Increase Sales

This workshop is for any business owner, whether experienced or novice, who needs to kick-start their sales strategy. Participants will look at their sales practices and how their daily activities impact overall results. They will do this by identifying the most effective networking activities for them, determining which activities they need to focus their energy on and learning to ask focused questions to close more sales.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

BUSINESS GROWTH STRATEGY

Grow Your Business So It's Right for YOU!

This workshop is for entrepreneurs who are enthusiastic about growing their business but are not sure where to focus their energies. They may want to increase sales or profits with innovative new products or services or more customers. Or perhaps they're feeling overwhelmed with all the options and the pressure to make good decisions.

This workshop is designed to help business owners make the choices about growing their business that are right for them. It will provide resources and inspiration to help them determine how they will grow and assess what their business needs to grow.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

Moving Up! Business Growth Strategies

This energizing workshop will help entrepreneurs move their business to the next level with insights and advice about strategy, marketing, and the latest small business trend: strategic alliances. By the end of the session, participants will understand the what, why and how of creating strategic alliances and developing a strategic edge. This workshop covers:

- **Strategic alliances:** Exploring new ways to partner up to expand the marketing and/or operational capacity in the business.
- **Strategic edge:** When having the best “customer service” isn't enough, how does a business become the supplier of choice for its customers?

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

Ready, Set Grow: Preparing to Grow Your Business

This workshop is for entrepreneurs who have already started their business and may now be thinking about what changes they need to make to grow their business, make more money, be more efficient, or take more time off. This workshop explores the typical business cycle, where growth/change typically happens, and what kind of change is reasonable or desirable. Then attendees learn how to use alliances as a change strategy.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

Setting New Goal Posts: Growing Your Business from a Tactical Perspective

This workshop helps entrepreneurs with their strategic planning. Participants identify their strengths, weaknesses, opportunities and threats and learn how to use them to create strategies to reach their business vision and ultimately achieve success.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

1 hour | 3 hour

Remote Workshops

1 hour webinar

Businesses of Tomorrow: Building Strength through Diversity

In this interactive workshop, participants learn that diversity is about more than human rights and inclusivity. It's about business growth. They discover the four areas of their business where they can use a diversity strategy to grow their business, and they learn how they can become a diverse supplier—resulting in more jobs and more contracts. This workshop uncovers myths and explores unconscious biases including stereotypes, then it showcases existing best practices and how to model them. At the conclusion of the workshop, participants will have some great tools and actions to take, to strengthen their business through diversity.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

2 hour

Remote Workshops

SOCIAL MEDIA BEST PRACTICES

Social Media: Love It or Hate It, but in Business—Use It!

In this workshop, participants will learn WHY they need a social media strategy to grow their business and HOW to make social media accessible and manageable. First they'll learn tips and techniques at this session that will move their business ahead, then they'll start their 90-day challenge to get launched into social media.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

Social Media Training Package

Many entrepreneurs believe they don't have the time, staff, knowledge or skill set for social media success. Social media marketing becomes low priority and entrepreneurs are left to wonder: am I missing out on an opportunity to connect with my customers? At the conclusion of the training, entrepreneurs will have the skills to:

- Spot existing and potential customers on social networks

- Monitor and participate in engaging conversations
- Recognize success on social media
- Create content that demonstrates credibility and drives traffic
- Use analytic tools to measure effectiveness
- Integrate social media with existing marketing activities
- Convert social media efforts into sales

The Social Media Training Package includes:

- One webinar
- Our social media how-to guide/booklet
- Four months of customized content creation, monitoring and management of social media tools.

LEADERSHIP DEVELOPMENT

Stepping Up: Uncover Your True Leadership Potential

Leaders come from all walks of life, and they create businesses and communities through their actions. Every action a person takes, every conversation they have moves them ahead as a leader. In this workshop, participants will learn about their unique leadership style and learn how to improve on the strengths they already have—even if they don't think they're a leader! Leadership is much more than a "to-do" list; effective leadership is an art and a science and, most importantly, it can be learned. It can be improved through skills, practice and self-knowledge.

At the end of the workshop, participants will have their unique answers to these questions:

- What are the strengths and weaknesses of my communication style?
- How do I manage change, transition and transformation in my business? In my life?
- What are my core values and how do they show up when I'm leading?
- Where can I find the courage and support to develop as a leader?

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops
1 hour | 3 hour

Remote Workshops
1 hour webinar

Negotiate Naturally: Tips for Women Entrepreneurs

Negotiation skills are so valuable because you use them in every aspect of your life. While some of us are natural born negotiators, most of us would like to feel more confident going in to important negotiation meetings.

When you re-frame negotiation as an opportunity for all sides to prosper, everyone wins! In this session, you'll acquire the skills to negotiate effectively, preserve your integrity and learn how to be yourself to get what you really want.

This session will help you:

- Recognize the importance of negotiating for women entrepreneurs
- Avoid common negotiation mistakes that limit your business and financial rewards
- Identify three opportunities where stronger negotiation will benefit you and your business

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshop + Panel

3 hour

Remote Workshop

1 hour webinar

Mindset Mastery for Business Growth

Unleash your 'entrepreneurial mindset' to support innovation that is critical to generating business growth.

Understanding the entrepreneurial mindset is a critically valuable 21st century skill. Those who learn it well will experience more success in their careers — no matter what they choose to do — because by definition they become resourceful and adaptable.

An entrepreneurial mindset can be applied in many contexts as it is a set of cross-functional life and professional skills that describe someone who is innovative, resourceful and creates value.

Some aspects of entrepreneurial mindset seem to be more hard-wired, where others are skills based. Focusing on those skills that can be learned can help you grow your business.

During this workshop our panelists will be given the Entrepreneurial Mindset Profile™ (EMP) test and will relate their results to their own personal experiences, successes, and failures.

Panel discussion key takeaways:

- Understanding the 14 EMP personality and skill scales
- Learning how the panelists' personality traits and skill sets impact the decisions they make on a daily basis
- Learning what they have done, and will do, to foster an entrepreneurial mindset

Additional Workshop key takeaways:

- Receiving your own Entrepreneurial Mindset Profile™ Assessment* and Development Guide
- Understanding your own entrepreneurial mindset strengths which you can leverage for success
- Learning which skill scales you can focus on improving for an improved entrepreneurial mindset

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshop + Panel

3 hour

Live Panel Discussion

1 hour

**Additional fees apply for assessments.*

Inclusive Leadership: Overcoming Unconscious Bias

What assumptions and conclusions do you jump to without thinking? People are diverse in a number of ways, not just in ways we can see. We live in a world of diversity, and bias matters when people are excluded or treated unfairly based on things like the colour of their skin, gender, age, or wealth.

In this workshop participants learn strategies to overcome “unconscious bias”, embrace diversity, and practice inclusive leadership to grow their business.

By the end of this session participants will understand:

- What unconscious bias is and how it shows up in our daily lives to influence our behaviour
- The importance of resisting and overcoming unconscious bias to create an environment that is innovative and productive
- How to commit to inclusive leader behaviours to create an action plan for change

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

3 hour

Remote Workshops

1 hour webinar

WEBINAR SERIES

These hands-on webinar series' will take participants' businesses to the next level! Studying five topics in each series will provide them with skills in marketing, growth strategy development, financial understanding, negotiation skills, and more! The comprehensive series' will help them turn their dreams for business success and growth into manageable action plans.

Each topic of the series is delivered in a one-hour webinar format. The *Build Your Business Series* is followed by the *Scaling For Success Series*

Build Your Business 5-Part Webinar Series

This five-session series includes each of the following workshops:

- 6 Keys to Common-Sense Marketing
- Financial Understanding
- Setting New Goal Posts: Growing Your Business from a Tactical Perspective
- Stepping Up! Uncover Your True Leadership Potential
- The Power of One: How Small Changes Can Have Big Impact

Scaling For Success 5-Part Webinar Series

Building on the previous series, this five-session series includes each of the following workshops:

- Financial Management
- Focused Marketing: Targeted Effort, Tangible Results
- Negotiate Naturally: Tips for Women Entrepreneurs
- Strategic Alliances: Business Growth Strategies
- Inclusive Leadership: Overcoming Unconscious Bias

YOUTH WORKSHOPS

Become a Diversity Champion!

People are diverse in a number of ways, not just in ways we can see. What assumptions and conclusions do you jump to without thinking? This is “unconscious bias.” We live in a world of diversity, and bias matters when people are excluded or treated unfairly based on things like the colour of their skin, gender, age, or wealth.

During this interactive workshop participants will discover how they can battle bias to help build inclusive schools, workplaces and society that honours diversity. They will be inspired by storytellers who share their encounters with unconscious bias and what they did to battle it.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

45 mins | 90 mins

Remote Workshops

1 hour webinar

Cultivate your Entrepreneurial Spirit

What will you be known for in 2037? Will you own a successful business? Be a leader in your community? Will an invention of yours be saving the world? Cultivating entrepreneurial skills and mindset will prepare you for any path you choose. An entrepreneurial mindset gives you the ability to see opportunities, gather resources and create value.

This workshop session will help participants understand the traits and skills they can develop to make an impact and drive success wherever their career leads them. Our storytellers will share how tapping into their entrepreneurial mindset helped them start and grow their business.

Most Common Delivery Methods – Please contact us to discuss your needs

Live Workshops

45 mins | 90 mins

Remote Workshops

1 hour webinar

CONTACT DETAILS

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