### Start Your Business

**Explore**
- Are you unemployed, underemployed, or considering starting your own business? CWE offers workshops related to job search, personal budgeting, career growth strategies, and entrepreneurship. CWE helps you discover if owning or starting your own business is right for you.

**In-Transition**
- Rock your Resume
- Job Search Tips for People In Transition
- Leveraging LinkedIn for Your Job Search
- Interviewing Strategies & Skills
- Change Your Image, Change Your Future
- The Art of Networking
- Mastering Time Management Skills
- Retirement Planning for Women

**Finance**
- Personal Financial Planning
- Understand, Manage and Improve your Credit

**Marketing**
- Understanding Your Personal Branding

**Informational Series (también ofrecido en español)**
- Is Entrepreneurship Right for You?
- Steps to Start A Business
- Business Plan Basics
- Legal Considerations for New Business Owners
- Financing Strategies: Learn from the Experts
- Improve Your Business with Confidence

### Plan

**Business**
- Business Plan Working Session
- Coffee & Cash Flow Clinic

**Finance**
- Accounting for Non-Accountants
- QuickBooks Intensive - 4 Weeks
- Understanding Cash Flow Management

**Legal**
- Intellectual Property

**Marketing**
- Branding for Your Small Business
- Fundamental Selling Skills
- Marketing on a Shoestring
- Pricing for your Market
- Social Media Made Simple

**Operations & Management**
- Explore Small Business Administration (SBA) Resources
- How to Navigate the Health Insurance Marketplace in (STATE)
- Improving Your Presentation Skills
- Focused
  - Speed Mentoring Clinic
  - Steps to Starting a Non-Profit

### Build

**Business**
- Your business is open and running now what? CWE has workshops and events that will provide you with the tools you need to increase your venture.

**Finance**
- Creating your Financial Plan for Growth: 3-Week Intensive
- QuickBooks Intensive - 4 Weeks
- Understanding Cash Flow Management

**Legal**
- Protect Your Business Brand with Trademark

**Marketing**
- Building Teams that Work
- Effective Leadership Practices
- Maximize Your Customers' Experience

### Grow Your Business

**Develop**
- You're ready to grow your business. Whether hiring employees, developing advanced marketing techniques, creating a strategic plan, instituting advanced finance and accounting programs, CWE can help give you the tools to move your business forward.

**Finance**
- Creating your Financial Plan for Growth: 3-Week Intensive
- QuickBooks Intensive - 4 Weeks
- Understanding Cash Flow Management

**Human Resources**
- HR Basics: Employment Law and Staffing Best Practices
- HR Advanced

**Marketing**
- Master the Power of LinkedIn for Your Business
- Social Media Made Simple
- Protect Your Business Brand with Trademark

### Expand

**Capacity Building and Training & Development**
- Capacity Building

**Government & Corporate Contracting**
- Federal Government Contracting
- From Bid to Business: Understanding the Corporate Buying Process
- Opening Doors to Government and Corporate Contracting
- WBENC: Why and How you Should Certify your Business as Women-Owned

**Human Resources**
- Succession Planning

**Marketing**
- Make Your Blog Work for Your Business
- Speed Mentoring Clinic
- Mastering the Elevator Pitch

**Operations & Management**
- Building Teams that Work
- Effective Leadership Practices
- Maximize Your Customers' Experience

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Roadmap