

## Roadmap

### 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.

#### Plan

Have you made the decision to start a new business? CWE offers programs, workshops and consulting opportunities that will help you develop your ideas and get your business up and running.

#### Build

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.

#### 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

Insure Your Business with Confidence

#### Community Entrepreneurs Program (CEP) *(también ofrecido en español)*

CEP: Visioning - Two Sessions

CEP: Business Planning: Getting Started --10 Weeks

CEP: Visioning & Business Planning: Getting Started - 12 weeks

#### Finance

Keeping the Books: Basic Recordkeeping and Accounting  
Understanding Your Business' Financial Statements

#### Funding

Crowdfunding: Alternative Funding for Your Start-Up Business  
How to Obtain Bank Financing

#### 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

#### Business

Business Plan Working Session

Coffee & Cash Flow Clinic

Power Up! Strategic Plan for your Business - 13 Weeks

Retirement Planning for Business Owners

Steps to Grow Your Business

Visioning for Growth - Two sessions

Visioning for Growth & Power Up! - 15 Weeks

Writing a Compelling Business Proposal

#### Finance

Accounting for Non-Accountants

QuickBooks Intensive - 4 Weeks

Understanding Cash Flow Management

#### Funding

Coffee & Capital

#### Human Resources

HR Basics: Employment Law and Staffing Best Practices

#### Legal

Protect Your Business Brand with Trademark

#### Marketing

Creating a Marketing Plan: Intensive Course

Facebook for Small Businesses

Get Noticed! Optimize Your Website Through SEO

Getting to Yes: Effective Sales Strategies

Make Your Blog Work for Your Business

Mastering the Elevator Pitch

Social Media Intensive - 3 weeks

Twitter for Small Businesses

#### Operations & Management

Effective Presentation Skills

Sales and Negotiations Skills

### 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.

#### Expand

Take your business to the next level. Whether you are considering opening another location, franchising, licensing your product, diversifying or opening an online store, CWE can help provide you opportunities you need to make the decision that is right for your business.

#### Finance

Creating your Financial Plan for Growth: 3-Week Intensive

#### 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

HR Advanced

#### Marketing

Master the Power of LinkedIn for Your Business  
Strategies & Skills for Successful Negotiations

#### Operations & Management

Building Teams that Work

Effective Leadership Practices

Maximizing Your Customers' Experience

#### Capacity Building and Training & Development

Capacity Building

#### Human Resources

Succession Planning

#### Focused

Going Global Through Exporting

Mergers and Acquisitions