 Date Received:

**Advancing Women Economically (AWE) Webinar Series Application**

The Advancing Women Economically (AWE) Webinar Series is administered by Saugeen Connects (SC).

Saugeen Connects is a regional partnership between the Arran-Elderslie, Brockton, Hanover, Minto, South Bruce, Wellington North, West Grey and the Saugeen Economic Development Corporation. The group formed in 2017 with a mission to collaborate and positively impact regional economic growth. All applications can be submitted to **saugeenconnects@sbdc.ca.**

**Webinar Series Schedule:**

**Week 1: March 8th – 6:30 p.m. to 8:30 p.m. – Women Empowerment: Overcoming Barriers & Biases**: Join us as we celebrate International Women’s Day to hear keynote speaker Amanda Lynn Mayhew from Just Hunt INC, in addition to a group of local Panelists. We will be exploring the topic of Women Empowerment: Overcoming Barriers and Biases.

**Week 2: March 14th – 11 a.m. to 1 p.m. – Ideation: Mapping Next Steps & New Business Checklist**: "Ideation" is defined as the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual, concrete, or abstract. This workshop will help you generate, develop, evaluate and visually map your ideas before launching a new project or venture. We will also explore the beginning stages of a business. A walkthrough on how to start up, grow and hire for a new business.

**Week 3: March 21st – 11 a.m. to 1 p.m. – Finding Your Customers**: The goal of any market research is to find out more about your customers, the trends, and the competition. The more you know about these, the better you will be prepared to meet the demands of your marketplace. Whether you are a new or existing business, it is important for you to continue your research; we will show you how.

**Week 4: March 28th – 11 a.m. to 1 p.m. – ABCs of Marketing:** There are many characteristics to establish your business identity: your product or service, logo, and advertisements are the most used tools to tell your potential customer who you are. Developing a marketing strategy is vital for any business at any stage; let us help you develop a continuous plan.

**Week 5: April 4th – 11 a.m. to 1 p.m. – Operations: Creating a Positive Business Image:** Having a business vision provides a sense of destination and a customer-centered vision builds success on long-term customer relationships. What do customers expect, factors that influence choices of selecting a location, when is time to hire and who to hire. All these are questions small business owners have to find answers as business is an arena of intensified competition, greater public awareness and demands for outstanding quality.

**Week 6: April 11th – 11 a.m. to 1 p.m. – Managing Your Cash Flow & Finding Funding:** Realistic cash flow management and projections are the keys to your business success; cash flow forecast is an integral part of a realistic business plan. For start-up situations, in particular, the cash flow forecast is crucial since early profit levels will probably not be adequate to finance operating cash requirements. Whatever stage of business you are at, learn how to better manage your cash flow. We will also be focusing on resources of how and where to find funding for your new business. Understand the financial opportunities that you can take advantage of.

**Week 7: April 18th – 11 a.m. to 1 p.m. – Digital Marketing 101 & Marketing Analysis**: An introductory course in all the elements of social media and digital marketing. We will discuss primary marketplaces to build and promote your business, the basic tools required for a successful social media platform and where your business needs to be visible. In addition, a guide on understanding the dynamism of the market your business operates in.

**Week 8: April 25th – 11 a.m. to 1 p.m. – Bookkeeping 101:** Learn about the process of recording your business’s financial affairs.

**Week 9: May 2nd – 11 a.m. to 1:00 p.m. – Social Media & Marketing: A Deep Dive & E-Commerce: A Guide:** Additional tips and tricks for scheduling social media posts, developing routines for posting, and being successful while doing so. E-commerce is more important now than ever. Almost anything can be advertised and sold online. Understand the basics of buying and selling goods and services over the internet.

**Week 10: May 9th – 11 a.m. to 1 p.m. – Empowering Women Entrepreneurs & Bouncing Back from the Pandemic**: Finding success, rewards and happiness can be very difficult during this time of relentless change and transformation. Our personal vision and core beliefs often get buried under the demands of our many responsibilities, rules and regulations. The result? We can forget who we truly are, what we desire and how we want to be remembered, professionally and personally. Explore your areas of greatness and potential for business growth and excellence. Re-connect to inherent character values that you already possess; guiding you to positive results and greater happiness. Face business changes in 2022 head on… Be YOU! Be Seen. Be Heard. Be Remembered.



**Personal Information:**

|  |  |  |  |
| --- | --- | --- | --- |
| Surname | First Name | Initial |  |
| Date of Birth | | |
| Marital Status  Married Divorced Widowed Separated Single Common-law | | |
| Home Phone # Cell # | | |
| Address | | |
| |  | | --- | | Select all that apply (REQUIRED): 🞎 Indigenous 🞎 Francophone 🞎 Youth 🞎 Newcomer to Canada 🞎 Senior  🞎 Persons with Disabilities 🞎 Visible Minorities 🞎 LGBTQ2+ 🞎 OW/ODSP Recipient | | | |
| Do you identify as a woman? 🞎 Yes 🞎 No | | |

1. **Are you currently a business owner?**

**Yes** (Please complete “Business Information” before continuing to Question #2)

**No** (Continue on to Question #2)

**Business Information:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Company/Business: | | | | |
| Name of Principles 1 |  | % Ownership 1 |  | Phone # |
| 2 |  | 2 |  | Phone # |
| 3 |  | 3 |  | Phone # |
| Business Address |  | | | |
| Business Phone |  | | Business E-mail: | |
| How long has your business been in operation | | | | |
| Structure of Business: Sole Proprietor Partnership Incorporation Not-for-Profit | | | | |
| Type of Business: Service Agriculture Manufacturing Wholesale  Retail Tourism Social Enterprises Other | | | | |

1. **What barriers do you feel you face? (Select all that apply)**

Transportation Personal & economic depression

Physical disability/health concerns Available child/elder care

Lack of business experience Lack of government support

Internet connectivity issues Traditional chauvinism, discrimination & stereotyping

Rural social attitudes about women in the workplace Access to training

Difficulty accessing financing Lack of business confidence/skills to develop a business plan

Lack of a network of business contacts Managing business risk in rural economies

Difficulty establishing credibility or networks

1. **What entrepreneurial skills do you feel you possess, please give examples:**
2. **What leadership skills do you feel you possess, give examples:**

|  |  |  |
| --- | --- | --- |
| Date | Print Applicant’s Name | Applicant’s Signature |
|  |  |  |