

Coming to Manitoulin & Area:

February 16, 2011

Manitoulin Business Woman's Forum

Helping Manitoulin businesses to plan, grow and succeed



Presented by:
Catherine Debassige, BDC Consulting Manager



Manitoulin & Area Business Owners Business Woman's Forum

BDC-Accelerate entrepreneurs' success



At BDC, our mission is to help create and develop Canadian businesses through financing, venture capital and consulting services, with a focus on small and medium-sized enterprises (SMEs).

More than **28,000 clients**

Over **100 business centers** across Canada

Close to **\$10 billion of assets** under management



Manitoulin & Area Business Woman's Forum

Objectives:

- Share ideas, experiences, concerns, etc.
- Build a network of business advisors, peer support
- Think collectively about constructive ways to improve the performance of the business
- This program is designed to give the Owner/CEO practical tools and techniques to effectively manage their business

Focus on Building the Manitoulin experience

Manitoulin & Area Business Woman's Forum

Format:

Membership fees are \$2,500 per participant

–6 sessions in total, 4 hours each, 1 session every 2 weeks

–1 two-hour coaching session per company with a BDC Consultant, to focus on the financial health your business and pinpoint areas for business improvements

–Participants will prioritize the topic delivery in the first session

–Minutes from each session will be provided for reference

The TOP Six requests by small business owners across the country, will be offered, including:

✓ **Strategic Planning**

✓ **Financial Management**

✓ **Operations Management**

✓ **Sales and Marketing Management**

✓ **HR Management**

And of course, the key to integrated growth:

✓ **Effective Communications Management, including Technology**

The delivery style is a consultative approach, not a lecture or workshop. Tools, strategies and practices will be discussed; for business owners to take away and implement for business success.

The process is designed to enhance working partnerships, build solid support networks, and improve management skill sets.



Benefits of the program for Business Owners:

Tap into the wheel of Learning...



INFORMAL LEARNING - FAMILY, FRIENDS,
PEERS

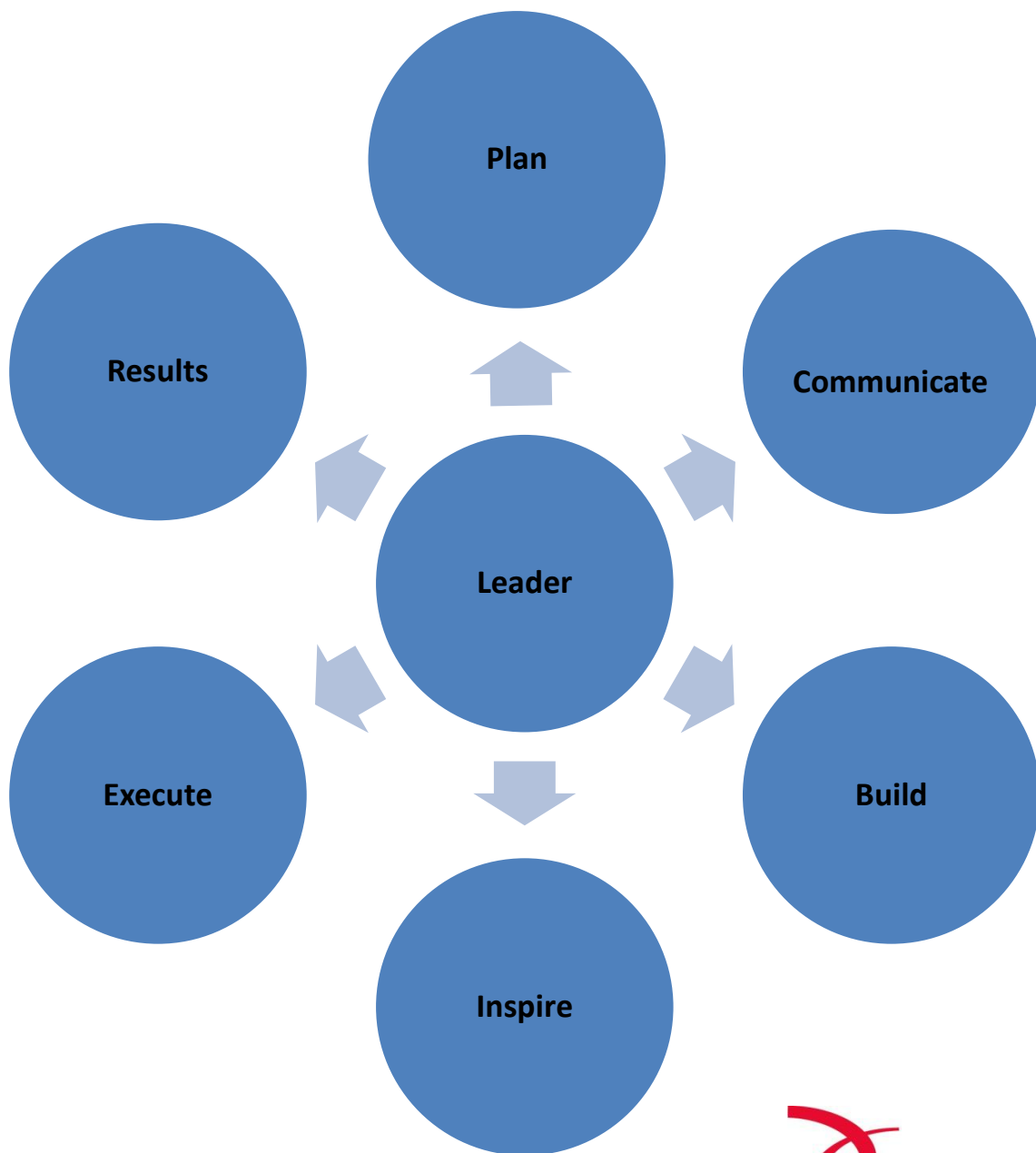
FORMAL LEARNING - SCHOOLS, TRAINING,
COACHING, MENTORING

SHARED EXPERIENCE, Meaningful learning

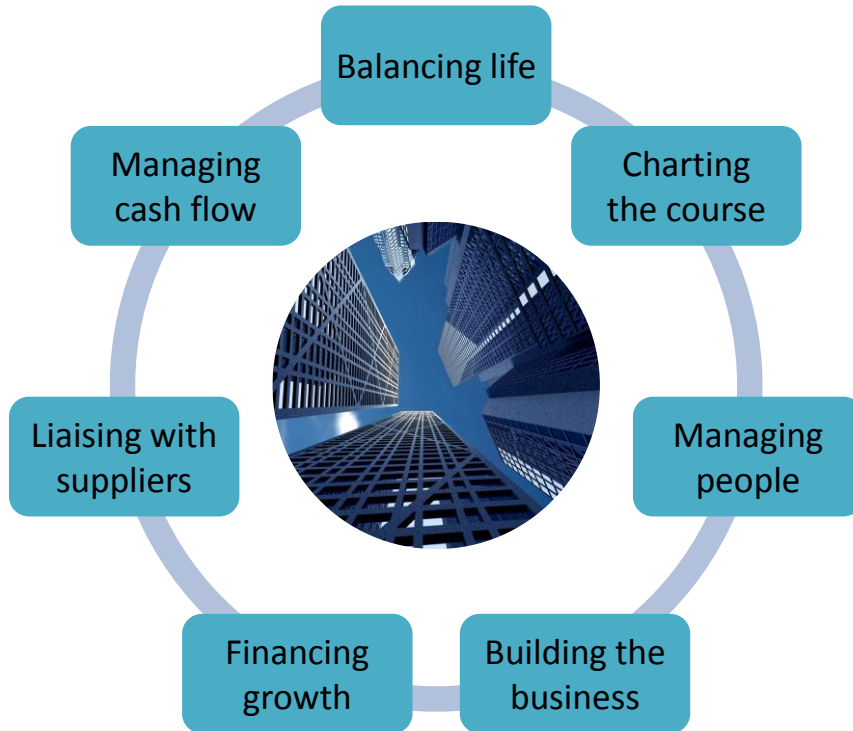
Learn from Shared Experience



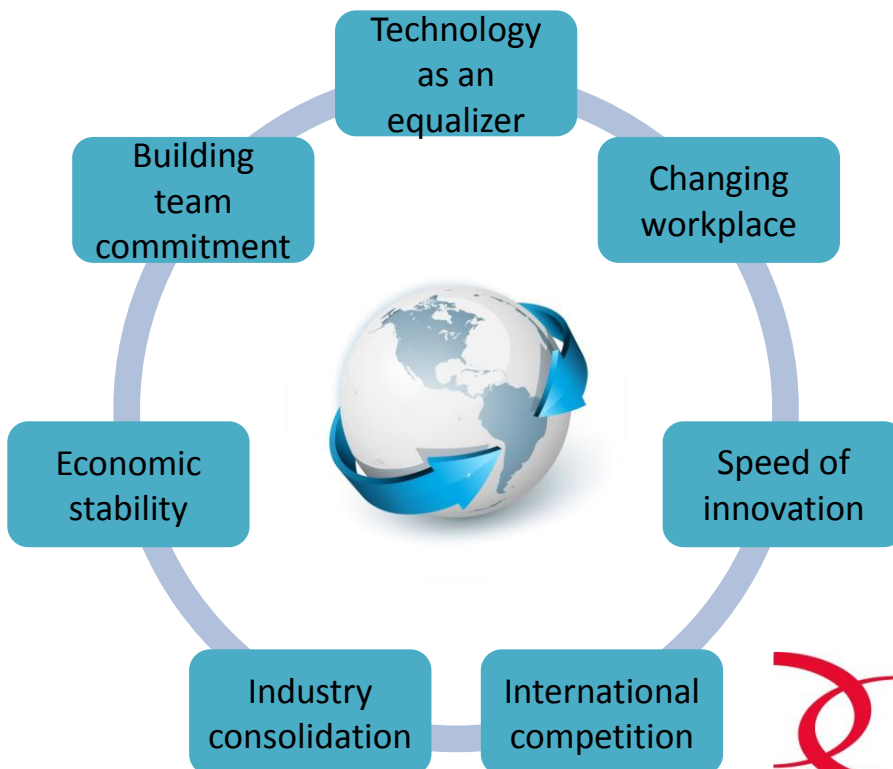
Inspiring High Performance Leadership



Balance internal demands...



...with external challenges



Develop Leadership Competencies

RELATIONSHIP MANAGEMENT

Inspiration, influence,
developing others, change
catalyst, conflict
management, teamwork,
collaboration

SOCIAL AWARENESS

Empathy, organizational
awareness, service

SELF- MANAGEMENT

Self-control, transparency,
adaptability, achievement, initiative,
optimism

SELF- AWARENESS

Emotional self-awareness, Self-
assessment,
Self-confidence

Exploring Ideas...

HELPING OWNERS MAKE THE RIGHT DECISIONS

Is your idea consistent with market realities?

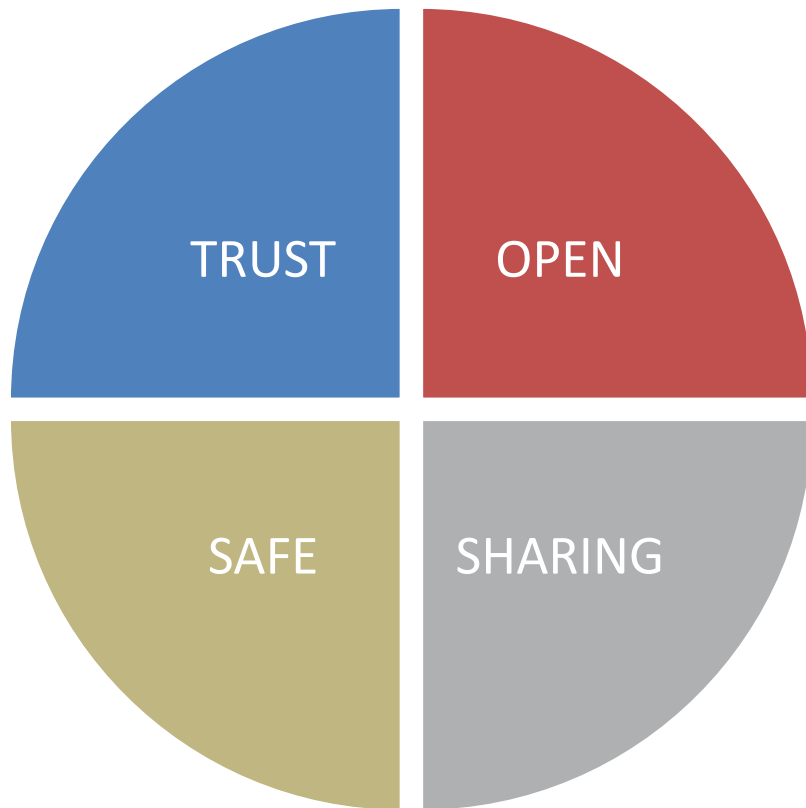
Do you have the infrastructure capabilities?

Are you exploring too many ideas?

Will the idea make money & when?

...with business peers and an industry expert at the same time!

**Facilitated by a management consultant professional,
based on a respectful environment of:**



Business Woman's Forum for Manitoulin & Area

First session to launch: February 16, 2011
Limited spaces, register today by phone/fax

Catherine Debassige, BDC Consulting Manager

(705) 670-6486, fax (705) 670-5333

catherine.debassige@bdc.ca





INVITATION



Join the Business Woman's Forum for Manitoulin & Area

A monthly forum for entrepreneurs to network, share experiences, compare strategies and learn best practices from peers and experienced management consultants to resolve common challenges.

Take advantage of the vast experience of our management consultants, with over 80 years of combined business consulting experience, made available to you with this program. If 10 business owners contracted each consultant individually, it would cost over \$25,000!

The group is limited to a maximum of 10 participants to promote interactive discussions, where each participant's business challenges will be addressed.

- > Each session is facilitated by an experienced BDC Consultant.
- > Group discussions will follow these presentations where participants will share ideas and best practices with other business owners.
- > The program is designed to give the business owner practical tools and techniques to effectively manage their business; not a workshop/lecture!
- > Key topics areas will include: Strategy, Finance, Operations, Sales/Marketing, Human Resources, Communications, and using Technology!
- > 6 sessions will be held plus a one on one coaching session focused on the specifics of your business health.
- > The first session is expected to take place on February 16, 2011.
- > Price: \$2,500 (plus HST) per participant. Grant funds avail. for First Nation owned business: Apply to WAUBETEK today, up to 75% of the fees covered.

Schedule

6 sessions in total

4 hrs for each session

1 individual two-hour coaching session per participant

DATE: Feb. 16, 2011

Spaces limited to 10 participants, call or fax to register today.

Location

To be confirmed upon registration.

For more information please contact:

Catherine Debassige
Consulting Manager, BDC Sudbury
(705) 670-6486
catherine.debassige@bdc.ca

Fax this registration form to (705) 670-5333, BDC Sudbury, or call Catherine Debassige

Company Name: _____

Address: _____

Phone number: _____ President's Name: _____

Email address: _____ Industry: _____

Number of employees: _____ Total Annual Business Revenue (\$): _____

Top Challenges: 1) _____

2) _____

3) _____