

Women's Entrepreneur Series

Swenson Institute for Entrepreneurial Development
Northland Community & Technical College

Classes will be held at the Roseau City Center on Tuesdays from 6-9 p.m.

This five-session course is designed for the aspiring entrepreneurial woman. If you are in the beginning stages of your entrepreneurial journey, this is for you!

- **Session I** **Vision Your Business** **September 15, 2009**
This session will address specific questions when formulating a business idea. What is a vision and how is it different from mission? How do you define success? What are your financial and life goals? This experiential workshop will provide motivation and hands on tools as you begin the entrepreneurial journey.
- **Session II** **Business Practices** **September 22, 2009**
This session is based on becoming familiar with sound business practices as you develop your entrepreneurial idea. What record keeping practices do you need to establish and why? What kind of technology will help you grow your business?
- **Session III** **Business Growth** **September 29, 2009**
This session gets into the "nitty-gritty" of business planning. Why do you need a business plan? How do you create reliable financial projections? How do you create marketing materials to reach your targets? Participants will be provided with a business plan template and will participate in a variety of workshop activities.
- **Session IV** **Building Your Team** **October 6, 2009**
It is important that you build a successful business team—whether you are hiring employees or are a sole proprietor. How do you attract the kinds of employees you want? How do you build a support team that fits you and your business? Find out how to make people work for and with you as you build your business.
- **Session V** **Continuous Improvement** **October 13, 2009**
This final session will identify strategies that address the continued growth of your business. What can you do to keep your company improving? How does continuous improvement impact your growth? In addition to focusing on these issues, this session will provide an opportunity for review and next steps in your entrepreneurial journey.

Material Fee of \$25 includes all five sessions and is payable to NCTC-COI.



For more information and to register contact:

218-683-8649 or 218-683-8645

**Trista.Lund@northlandcollege.edu or
Melrene.Kaiser@northlandcollege.edu**



The Women's Foundation of Minnesota is a funder of this series of courses.

Individuals with disability who need a reasonable accommodation to participate in this event are to contact Dean Dalen at (218) 683-8560 or 1-800-959-6282, or TYY (218-683-8801 at the Thief River Falls Campus. Member of the Minnesota State Colleges and Universities System.

Affirmative Action/Equal Opportunity Educator & Employer