

2023/2024 CATALOGUE

Workshop Offerings

Webinars, workshops &
informative sessions supporting
women entrepreneurs in BC





LOCAL SUPPORT, LOCAL IMPACT

Working With You to Support Women Entrepreneurs Throughout BC

WeBC works alongside you to help increase the success of small women-owned businesses, create jobs, develop networks and promote a diverse, thriving business community. We collaborate with local business service providers, associations and women's business networks to bring our services to communities throughout BC.

Workshops Available for Delivery Online and In Your Community

WeBC workshops are designed to enhance business capacity and fuel success. Our training adds value to the services you already offer by providing essential business training in a supportive environment. Our training features:

- Practical, applicable skills that are 100% relevant to the successful operation of a small business
- A range of subjects proven to be pivotal to success, and relevant for entrepreneurs in every stage of business
- Success-oriented workshops developed by industry experts, many of which feature local business owners as storytellers to add real-life examples

Our workshops are customized for your needs and each is specifically tailored to the audience to reflect their demographics, business or professional experience, industry, and geographic region.

Workshops: Most Common Delivery Formats

Webinar: 1 - 2 hours | In-Person: 90 min - 3 hours



Other Programs and Services Provided by WeBC

WeBC is a not-for-profit that offers a range of business support services to help women entrepreneurs grow and thrive. Our team has a unique understanding of the approaches to business and financing that work for women, and we work with a network of partners around the province to connect women with the right services at the right time. Women all over BC can access:



Business loans up to \$150k to help them start, buy and grow their businesses

Since we approve loans based on the viability of the business plan, many women qualify with us even if they haven't with other lenders. Offering wrap-around supports, including advisory services, mentoring and training, we're long-term partners in our clients' success.



Peer support systems that support and inspire

Our mentoring programs connect new business owners with experienced entrepreneurs who share their hard-earned knowledge. With a fresh perspective, our mentees gain the clarity to focus on what really matters, and feel more confident making decisions for the future.



Complimentary advisory services to navigate the journey

Women can receive one-on-one support when they need it. Our professional Business Advisors have experience and training across a broad range of business areas, from strategic planning to social procurement, and many are entrepreneurs themselves!

CONTACT DETAILS

Reach out to our Skills Development team to explore how we can work together!



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So, You Want to Be an Entrepreneur!

Have you always dreamed of having your own business? Do you have an idea or an answer to “there’s got to be a better way” to do something? Are you unsure about what it takes to be a successful entrepreneur? If you answered YES to any of these questions, then this workshop is for YOU.

During this workshop we will:

- Explore the characteristics and mindset traits of successful entrepreneurs
- Analyze your potential to consider small business ownership as a viable career option
- Provide additional resources and tools that are available to support you towards your business success

“The facilitator was like a guiding light in a dark tunnel. The awesome nuggets of information will definitely help me in my quest to opening and running my business successfully.”

– “So, You Want to Be an Entrepreneur” Participant



Launch Your Dream Series for Immigrant Women: Exploring Entrepreneurship, Together!

As an Immigrant, you have a wealth of global experience, and owning your own business can help you to create opportunities for you and your family! If you're new to Canada, you might have some questions about how to start a business, who can help you, and what you need to know about this new market.

During this series we will:

- Explore some of the questions you should consider as a new entrepreneur in Canada.
- Share resources and introduce you to the many organizations that can assist you along your journey to start, buy or grow your own business.
- Host storytellers who will share their experiences as Immigrant entrepreneurs, and what they've learned along the way.

SESSIONS INCLUDED IN THIS SERIES

Can be delivered individually or together

1 How to Use Your Global Experience to Build a Great Business

2 How to Identify Business Opportunities

3 How to Find Sources of Funding as an Immigrant Entrepreneur

LAUNCH YOUR DREAM: SESSION 1

How to Use Your Global Experience to Build a Great Business

Are you a new immigrant to Canada who's thinking of being your own boss? Good news—studies show that your international experience makes you more likely to start and run a successful business!

Many skills, such as good communication, tech expertise, and sales, are portable skills. As an Immigrant entrepreneur, you can profitably use these skills in Canada.

Join us for an interactive session to zero in on the skills you already have that can help you launch your own business.

Together, we'll explore:

- How you can use your transferable skills to launch and grow a business
- Why your international experience can give you competitive edge
- How you can leverage your networks and professional experience to be a successful entrepreneur



LAUNCH YOUR DREAM: SESSION 2

How to Identify Business Opportunities

Entrepreneurship can be a great career option for Immigrants to Canada, but the decision to launch a business in a new country can come with many questions about this new market.

Join us to learn how to find new opportunities that match your skills and experience.

In this interactive session, you'll learn how to answer some key questions like:

- What skills can you use to start or grow a business?
- How can you use these skills to identify new opportunities?
- Will your business idea work in BC?
- What do you need to know about your potential customers?
- Where can you find support and information to research new opportunities?

You will also hear from Immigrant women entrepreneurs who will share how they zeroed in on the right business opportunity.



LAUNCH YOUR DREAM: SESSION 3

How to Find Sources of Funding as an Immigrant Entrepreneur

So, you've identified a great business opportunity and have done your market research. You're almost ready to start your company! But now you need money to make your dream a reality.

WeBC knows that accessing funding can be a barrier for many newcomer entrepreneurs, because they may have little to no credit history or few assets in their new home country.

Join us for an interactive session to learn about the different types of funding support that can help make your business dreams a success!

During this interactive session we will share:

- How to overcome barriers to funding for immigrant entrepreneurs
- Funding programs available to support immigrant entrepreneurs in BC
- What you will need to apply for funding

Our panelists will share how accessing funds at the right time helped them in business growth and success.



Financial Fitness Series

When you have a clear picture of your business financials, many other aspects of your business come into focus. You can feel more confident making decisions, apply for funding opportunities, or hire new staff to free up your time.

This series helps you feel in control of your financials, achieve your goals and set up your business for success!

Following these sessions, you will have the opportunity to connect with a WeBC Business Advisor for complimentary support to expand on your financial strategy.

Who is this for?

This introductory-level series is open to anyone who would like to increase their financial literacy, master new skills and feel more confident managing the money for their business.

INCLUDED IN THIS SERIES

Can be delivered individually or together

1 Cash Flow: Budgeting for Your Business

2 Financial Statements: Balance Sheets & Income Statements

3 Know Your Numbers: 4 Key Ratios & What They Can Tell You

FINANCIAL FITNESS: SESSION 1

Cash Flow: Budgeting for Your Business

“Thank you again for the wonderful presentation. It was a pleasure to have you return once again as a guest speaker. Given the engagement and the feedback from our guests, the content of your presentation and your delivery were very well received.”

– Training Partner

If you run a business, you need to know when cash will be going in and out. With cash in the bank, you can buy the supplies you need to fulfill your next big sale, deal with unexpected or forgotten expenses, and make sure YOU get paid at the end of the day.

Setting up your cash flow management system is step one for getting your business finances in order, yet many business owners only deal with it once they have a problem. In fact, 82% of businesses that close fail because they experience cash flow problems.

This session is designed for business owners with little to no experience managing cash flow, who would like to set up their business for financial success.

This workshop will help you:

- Understand how your revenue model impacts your cash flow
- Figure out how much it costs you to do business (cost of goods sold, labour costs)
- Estimate the size and timing of your expenses
- Develop a cash flow management process for your own business



FINANCIAL FITNESS: SESSION 2

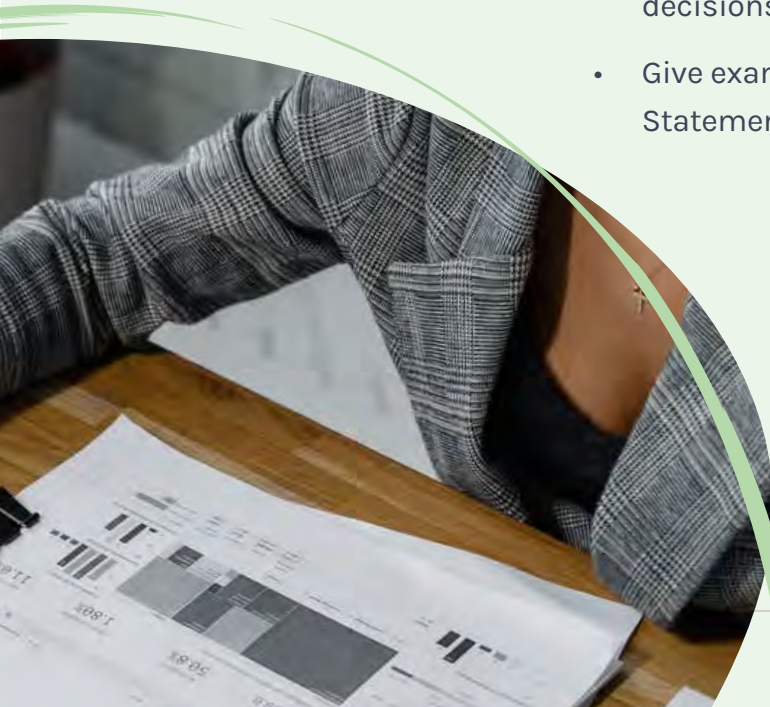
Financial Statements: Balance Sheets & Income Statements

Even if you use a bookkeeper and/or accountant, it is imperative that you understand the financial side of your business.

This introductory-level workshop takes you through practical exercises to help you understand the type of financial statements you should be using, and what they are telling you.

In this session, you'll learn how to:

- Relate your personal dollars to your business dollars
- Understand your income statement and balance sheet
- Create your own financial statements
- Use your financial statements to make better business decisions
- Give examples of the difference between the Cash Flow Statement and Income Statement



FINANCIAL FITNESS: SESSION 3

Know Your Numbers: 4 Key Ratios & What They Can Tell You

Many business owners spend 80% of their time recording and creating financial reports, leaving only 20% of their time to look at what they're telling them.

In this interactive session, we'll flip that ratio by breaking down and explaining basic financial principles that you can use to inform your decision-making on a daily basis.

You'll have the opportunity to ask questions with guided support, so you can feel more confident discussing your numbers.

We will cover how to:

- Use information in financial statements to make better business decisions
- Calculate four key financial ratios for your business
- Compare and analyze changes in your numbers from year to year

Please note this session is designed for women who have a solid understanding of their financial statements. It is also suitable for those who participated in the previous sessions in this series.



Maximum Marketing, Minimum Effort: Build a Strategy Specific to Your Business

When it comes to marketing, do you feel like you're always chasing the latest craze? Maybe you're like a kid in a candy store with tons of creative ideas. Or perhaps marketing is just another thing on your to-do list.

Regardless of your personal feelings about marketing, in order for it to be successful it needs to have a strong strategy.

This three-part series helps you to organize your ideas into a marketing playbook for your business.

We work through the six keys and seven steps of effective marketing so you can create a cohesive strategy that helps you make better marketing decisions that maximize your time and budget.

Who is this for?

This introductory-level series is open to anyone who would like to learn how to target their marketing efforts, drive tangible results, successfully connect with their optimal customer and feel more confident about building their marketing strategy.

INCLUDED IN THIS SERIES

Can be delivered individually or together

1 Marketing Fundamentals: Work Smarter, Not Harder

2 Focused Marketing: How to Build a Strategy

MARKETING SERIES: SESSION 1

Marketing Fundamentals: Work Smarter, Not Harder

One of the challenges of owning a small business is knowing how to market effectively on a tight budget.

Marketing is most effective when it is both strategic and creative, so how do you strike that balance? A lot of marketing is common sense! Join us to discover how to apply tried-and-true maxims to your work, so you can spend less time on marketing tasks and focus on what really works for your business.

After this workshop you will:

- Understand the 6 key marketing concepts
- Determine the best ways to ensure that your marketing dollars and efforts are properly targeted to attract the customers you want for your business



MARKETING SERIES: SESSION 2

Focused Marketing: How to Build a Strategy

When a business owner is asked about their marketing strategy, too many think about their website, ads or word of mouth. All those things are a part of marketing, but they are not *strategy*. They are *tactics*.

Tactics are only as effective as the strategy behind them—the *WHY* of marketing.

This practical workshop guides you through the process of building a sound marketing strategy for your business to reveal the tactics that make the most sense for your motivation, market and money.

This workshop will help you understand:

- WHY you need a clear understanding of who your best customer is
- WHAT message and tools will work best for YOU and your ideal customers
- HOW you will reach your ideal customers using marketing tools
- WHAT actions you will take to achieve your marketing goals

“Excellent seminar, very engaging and interactive, and open to discussions with our businesses.”

– “Marketing Fundamentals” Participant



The Power of One: How Small Changes Can Increase Sales

We all know that great success happens just one day at a time, just one step at a time. This workshop is one of those “just one more” experiences that will move you forward in your business.

We will talk about one more person, one more activity, and one more question that you can add to your daily routine in order to increase productivity and grow your business into the profitable venture that you have envisioned.

In this session you will learn how to:

- Identify the most effective networking activities for you
- Determine which activities you need to focus your energy on
- Learn how to ask focused questions to be successful in closing more sales

“Very helpful, time well spent to focus my activities (and time) on areas of my business that will most impact ROI.”

– “The Power of One” Participant



Build Your HR Strategy Toolkit

Having the right people on your team creates a positive work environment, helps you deliver quality service, lowers your training costs and frees you up to work on your business instead of in it. So how do you attract and keep great employees on your team?

In this interactive series, you'll learn proven practices that will help you maintain a company culture that attracts new employees and engages your team!

Who is this for?

This series is welcome to anyone who would like to expand their human resources knowledge and skill set, with a focus on women in business.

INCLUDED IN THIS SERIES

Can be delivered individually or together

1 Hiring 101: Finding Great Employees in a Labour Shortage

2 Employee Retention: Strategies That Engage

3 Managing HR: Building Trust Within Your Team

HUMAN RESOURCES: SESSION 1

Hiring 101: Finding Great Employees in a Labour Shortage

Recruiting is more than just finding workers to fill jobs. It's the thoughtful process of finding, attracting, evaluating, and selecting candidates.

Each person and each business is unique, and there are some solid practices that help you find the people who have the right balance of knowledge, experience and personality—and entice them to join your team!

Join us for an interactive workshop to ask your recruiting questions and learn:

- How to write a job description that's accurate, appealing and inclusive
- Where to advertise so you have a strong pool of candidates
- Tips to shortlist applicants and conduct interviews that will make your decision-making easier



HUMAN RESOURCES: SESSION 2

Employee Retention: Strategies That Engage

Once you've compiled your dream team, the next step is making sure they stay. Fortunately for small business owners, salary is only one part of the equation.

Studies show that engaged employees are 59% less likely to seek out a new job in the next year, and there are many practices you can implement to keep your employees engaged.

Join us to learn:

- Simple communication techniques that can unite your team
- Ideas to create a retention plan that will keep employees motivated and engaged so they want to stay



HUMAN RESOURCES: SESSION 3

Managing HR: Building Trust Within Your Team

As a business owner, are you managing a group of people or a high-performance team? Do you trust your team enough to delegate key tasks so you can work on your business, or do you feel the need to micromanage?

Beyond training your employees properly, the key to building a cohesive team is trust—in their abilities, and in yours, as their leader. There are many strategies you can use to unite your employees around your vision, and most can be successful without spending much at all.

During this session, we'll share the strategies that you can use to empower your employees, including:

- Identifying your unique team characteristics
- Focusing on your own leadership and communication abilities so you can better manage your employees
- Creating a safe and respectful work environment, for your team and customers



Strong and Impactful: Leadership Practices for Women Business Owners

Entrepreneurship and leadership go hand in hand. Your impact is the result of the big and small actions you take every day in your life and business.

This series will help you develop three key skills that every woman needs as she grows her business: negotiation, overcoming Imposter Syndrome, and interrupting unconscious bias.

Connect with other women entrepreneurs to explore your own strengths in a welcoming and interactive environment!

INCLUDED IN THIS SERIES

Can be delivered individually or together

1 Negotiate Naturally: Tips for Women Entrepreneurs

2 Overcome Imposter Syndrome: Own It & Move Forward

3 Uncover Unconscious Bias to Become an Inclusive Leader

LEADERSHIP PRACTICES: SESSION 1

Negotiate Naturally: Tips for Women Entrepreneurs

Negotiation skills are part of our everyday lives. Confidence in your ability to reach a compromise in your professional or personal life, is not only valuable, it is impactful.

In this interactive session, you'll engage with peers in breakout activities to learn how to negotiate effectively, preserve your integrity and be yourself.

You will gain the skills to achieve the outcomes you really want by re-framing negotiation as an opportunity for all sides to succeed. Everyone wins!

This workshop will help you to:

- Appreciate the importance of negotiating, especially for women entrepreneurs
- Avoid common negotiation mistakes that limit your business and financial rewards
- Identify three opportunities where stronger negotiation will benefit you and your business



LEADERSHIP PRACTICES: SESSION 2

Overcome Imposter Syndrome: Own It & Move Forward

Do you ever have that “I’m in over my head and they’re going to find out” feeling? Do you chalk up your success to ‘luck’? Do you walk into a room and feel like the least qualified person in there?

We often assume that people who appear to “have it together,” or who have achieved a certain level of success always feel like they deserve it. Yet, women business leaders at every level, academics and even celebrities on the world stage have all said they’ve felt like a “fraud.”

You don’t have to let imposter syndrome prevent you from exploring new opportunities and from taking credit for your own success!

Whether you’ve experienced imposter feelings yourself or are simply curious about the topic, this session will ensure that you keep moving forward with confidence.

By the end of this session, you will be able to:

- Identify risk factors, causes, predictors and negative outcomes of imposter syndrome
- Outline three strategies for minimizing the feelings that can cause imposter syndrome
- Work the steps to minimize feelings of being an imposter



LEADERSHIP PRACTICES: SESSION 3

Uncover Unconscious Bias to Become an Inclusive Leader

“Human potential is unleashed when we feel like we belong.”

– Jennifer Brown,
How to Be an Inclusive Leader

Creating a business culture where everyone feels they belong is a process. Whether you have a team or run the business solo, you have the power to create a business climate where everyone is encouraged and expected to be exactly who they are—from your team, to your clients and the community you serve.

Unconscious bias is a result of shortcuts your brain makes, so if you have a brain, you have bias. But you can interrupt your own bias so you can avoid subtle acts of exclusion, and this session will teach you some strategies to do just that.

By participating in this session, you will:

- Understand the benefits of creating an inclusive business culture
- Identify examples of unconscious bias in your own life
- Champion the behaviour of inclusive leaders
- Implement inclusive leadership strategies in your business



Stepping Up: Uncover Your True Leadership Potential

Leaders come from all walks of life, and they create businesses and communities through their actions. Every action a person takes, every conversation they have, moves them ahead as a leader.

In this workshop, you will learn about your unique leadership style and learn how to improve on the strengths you already have—even if you don't think you're a leader!

Leadership is much more than a “to-do” list; effective leadership is an art and a science and, most importantly, it can be learned. It can be improved through skills, practice and self-knowledge.

At the end of the workshop, you will have your unique answers to these questions:

- What are the strengths and weaknesses of your communication style?
- How do you manage change, transition and transformation in your business? In your life?
- What are your core values and how do you show up when you're leading?
- Where can you find the courage and support to develop as a leader?



Grow Your Business So It's Right for YOU!

Are you enthusiastic about growing your business, but you're not sure where to focus your energies? You may want to increase sales or profits with innovative new products or services, or sell to more customers. Or perhaps you're feeling overwhelmed with all the growth options.

This workshop is designed to help business owners like you make decisions about growing your business so it's right for you!

During this workshop you will:

- Clearly identify your vision and motivations for business growth
- Determine the best growth strategies for your business
- Recognize the items/resources your business needs to support growth

You will also receive a copy of our "Growing Your Business Resource Guide" so you can work through key considerations following the session.



Strategic Alliances: Business Growth Strategies

How can you find and sell to more of your ideal customers? One option may be to partner up with other businesses and organizations that also serve them. And what might that partnership look like?

Exploring new ways to partner up to expand the marketing and/or operational capacity in the business. Using breakout activities and hands-on work, you'll identify why and how to form alliances.

During this session you will:

- Understand the how's and why's of strategic alliances
- Recognize strategic alliances as a way to build business capacity



Preparing to Grow Your Business

This workshop is for entrepreneurs who have already started their business and may now be thinking about what changes they need to make to grow their business, make more money, be more efficient, or take more time off.

This workshop explores the typical business cycle, where growth/change typically happens, and what kind of change is reasonable or desirable.

During this workshop you will learn how to:

- Understand the business life cycle and where you are in it
- Recognize the issues relevant to growth and how your control and outside influences determine growth
- Determine if you are prepared to grow your business



Growing Your Business from a Tactical Perspective

Are you looking for new direction in your business? Are you feeling like your business is pulling you in multiple directions? Do you wonder whether you need to return to your initial business vision? Are you frustrated by wasted time and energy due to conflicting priorities?

In this strategic planning workshop, we will help you separate valuable business strategies from the clutter using a straightforward, practical tool that will help clear your path to success.

In this workshop you will:

- Identify your strengths, weaknesses, opportunities, and threats
- Learn how to use those strengths to create strategies to reach your business vision
- Create an action plan to ultimately achieve your goals



Growing Beyond BC: How to Create an Export Strategy

As a small business owner, deciding to expand your business by exporting your products or services can be daunting. But the virtual world has made it easier than ever before to connect to new customers. With only 0.06% of the world's population residing in BC, exporting your goods or services beyond the domestic market is a great growth strategy that can dramatically boost your business.

If you're preparing to sell your goods or services in national or international markets, you'll need a strong plan, an understanding of your new market, resources and knowledge about regulations.

This series will help you develop a well-researched plan to sell your goods or services across the country or across the world!

INCLUDED IN THE EXPORT SERIES

Can be delivered individually or together

1 How to Export: Exploring Your Options

2 Where to Export: Researching New Markets

3 When to Export: Building Your Plan

GROWING BEYOND BC: SESSION 1

How to Export: Exploring Your Options

Are you a small- or medium-sized business thinking of selling your goods or services outside of BC, but you're not sure where to start? Exploring new markets is a smart business strategy, and you don't need to be a big business to do it. In fact, 84% of BC exporters have fewer than 50 employees.

In this introductory-level workshop we will walk you through the initial steps involved in exporting, including some of the benefits and challenges.

This session will help you:

- Determine if exporting aligns with your business goals
- Evaluate your “export readiness”
- Connect with support services that can assist you, including information on grants, funding and government programs



GROWING BEYOND BC: SESSION 2

Where to Export: Researching New Markets

Once you've decided that you're going to export your goods or services, you need to decide where you're going to expand.

The international marketplace can be very competitive, so you need to research and understand your target market(s). Market research will ensure that your export plan accounts for cultural differences, regulations, logistics and other key factors so that your resources are well spent.

In this session, we will walk you through the key steps that will help you answer the big question: “*Should I sell X in Y region?*”

Join us to learn how to:

- Identify and evaluate potential target export markets
- Create a strong market entry strategy based on research
- Ask the right questions to create a sound export plan
- Find the right support services that can help you fill your knowledge gaps



GROWING BEYOND BC: SESSION 3

When to Export: Building Your Plan

A good export plan is the key to success in international markets. Just as you built a business plan before you launched your business, you can apply the same principles to competitively grow your business through exporting.

We have created a simple outline to help you in writing your export plan. During this interactive session we will walk you through each step, and you'll have the opportunity to ask questions with guided support, so you can feel more confident with your export plan.

In this interactive session you'll learn how to:

- Define your export goals and make sure they align with your overall business objectives
- Understand the key concepts involved in international trade
- Do a risk assessment to minimize the impact of unforeseen circumstances
- Identify the best market entry strategy for your business

To inform your export plan, we recommend you also join us for the previous session in this series: Where Should You Export: Researching New Markets.



Become a Diversity Champion!

During this interactive workshop you will discover how you can battle bias to help build inclusive schools, workplaces and a society that honours diversity.

People are diverse in a number of ways, not just in ways we can see. What assumptions and conclusions do you jump to without thinking? This is “unconscious bias.”

We live in a world of diversity, and bias matters when people are excluded or treated unfairly based on things like the colour of their skin, gender, age, or wealth.

During this interactive workshop, you will discover:

- How you can battle bias to help build inclusive schools, workplaces and society that honours diversity
- Be inspired by storytellers who share their encounters with unconscious bias and what they did to battle it



Cultivate Your Entrepreneurial Spirit

An entrepreneurial mindset gives you the ability to see opportunities, gather resources and create value.

What will you be known for in 2037? Will you own a successful business? Be a leader in your community? Will an invention of yours be saving the world? Cultivating entrepreneurial skills and mindset now will prepare you for any path you choose.

This session will help you to:

- Identify the traits and skills you can develop to make an impact and drive success wherever your career leads you
- Understand how tapping into their entrepreneurial mindset has helped women entrepreneurs start and grow their own businesses





CONTACT INFORMATION

Reach out to our Skills Development team
to explore how we can work together!

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FREE RESOURCE GUIDES

Information and resources to help
women start or grow their own
businesses in BC.

VISIT [GO.WE-BC.CA/GUIDES](https://go.we-bc.ca/guides)