

## 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 Brockton, Hanover, Minto, 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](mailto:saugeenconnects@sbdc.ca).

### Webinar Series Schedule:

**Week 1: January 25th – 11 a.m. to 1 p.m. - Ideation; mapping next steps:** "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.

**Week 2: February 1st – 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 3: February 8th – 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 4: February 15th – 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 5: February 22nd – 11 a.m. to 1 p.m. - Managing your cash flow:** Realistic cash flow management and projections are the key 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.

**Week 6: March 1st – 11 a.m. to 1 p.m. - Digital Marketing 101:** 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.

**Week 7: March 8th – 11 a.m. to 1 p.m. - The Joy of Leadership: Life Work Balance and the Joy Journal:** Laura May is a psychologist who will speak to the life work balance and the joys of leadership.

**Week 7: March 8<sup>th</sup> – 7 p.m. – 8 p.m. - KEY NOTE SPEAKER**

**Week 8: March 15th – 11 a.m. to 1 p.m. - Breaking barriers as a "Mompreneur":** handling the stress of success, pitching your idea as a team of one, juggling home and work balance.

**Week 9: March 22nd – 11 a.m. to 1 p.m. - Becoming a Person of Influence:** making your own choices, building connections and networks for your unique enterprise within rural culture.

**Week 10: March 29th – 11 a.m. to 1 p.m. - Leading the Way Forward:** developing your personal capabilities, resilient resources and creating win-win resolutions to challenges.

**Personal Information:**

Surname	First Name	Initial
Date of Birth		
Marital Status <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed <input type="checkbox"/> Separated <input type="checkbox"/> Single <input type="checkbox"/> Common-law		
Home Phone #	Cell #	
Address		
Select all that apply (REQUIRED): <input type="checkbox"/> Indigenous <input type="checkbox"/> Francophone <input type="checkbox"/> Youth <input type="checkbox"/> Newcomer to Canada <input type="checkbox"/> Senior <input type="checkbox"/> Persons with Disabilities <input type="checkbox"/> Visible Minorities <input type="checkbox"/> LGBTQ2+ <input type="checkbox"/> OW/ODSP Recipient		
Do you identify as a woman? <input type="checkbox"/> Yes <input type="checkbox"/> 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: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Incorporation <input type="checkbox"/> Not-for-Profit					
Type of Business: <input type="checkbox"/> Service <input type="checkbox"/> Agriculture <input type="checkbox"/> Manufacturing <input type="checkbox"/> Wholesale <input type="checkbox"/> Retail <input type="checkbox"/> Tourism <input type="checkbox"/> Social Enterprises <input type="checkbox"/> Other					

**2) 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

**What entrepreneurial skills do you feel you possess, please give examples:**

**What leadership skills do you feel you possess, give examples:**

Date	Print Applicant's Name	Applicant's Signature