

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



DECEMBER 2022 WORKSHOPS

Genesis Entrepreneurship Centre, Main Campus: Room SC128

EVERYONE WELCOME.
REGISTRATION REQUIRED:
www.stclaircollege.ca/genesis

In an effort to keep everyone safe throughout the COVID-19 pandemic, the Genesis Entrepreneurship Centre will be hosting all programming in an entirely virtual format. All posted Genesis Workshops and events will be delivered through [Zoom](#).

Please note: we have included additional workshops from our community partners. Please contact them directly for their workshop information.

How An Online Store Can Boost Your Business

Thursday, December 1st 11:30am – 12:30pm [Register here](#)

In this webinar you will get the answers to the top questions we've received about the ShopHERE powered by Google program, including:

- What does it mean to sell online, and why should my business?
- What is Customer Engagement?
- How can Social Media help?
- Who is Digital Main Street?
- What is ShopHERE powered by Google?
- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

(Powered By: [Digital Main Street](#))

Sales Skills to Power up Your Start-up!

Monday, December 5th 9:30am – 11:30am [Register here](#)

A comprehensive introduction to learning sales and marketing skills as a process. The skill sets gained through this program are based on proven best practices. "If you want to be successful, you have to do what successful people do".

Statistics have shown that start-up businesses only close 10% of their sales opportunities, leaving the rest to their competitors. New Era Sales training workshop will focus on the best practices that have been successfully used by hundreds of entrepreneurs to STOP losing deals and start Closing Deals.

What you will learn:

Learning outcomes focus on how to identify the 7 points to a qualified lead and gain the skills needed to maintain an 80% closing ratio on qualified prospects.

Webinar Modules will be delivered using PowerPoint with some handouts that will be emailed upon completion of the class for follow-up if requested by the participants.

- Top 6ix reason why businesses fail and how to avoid them
- Top 5 reasons why people BUY!
- Creating your personal mission statement
- What is Quota?
- The prospecting funnels
- Generating qualified Leads
- Closing Skills & the Use of Power Words

All course materials will be delivered over a 90-minute period followed by 1/2 hour of Q & A.

(Powered By: Enterprise Toronto)

Behavioral Interviewing

Tuesday, December 6th 2:30pm – 3:30pm [Register here](#)

Are you prepared to highlight your best qualities when answering questions about how you've handled situations in the past?

Every interview includes at least a few behavioral interview questions - in this virtual workshop you will find out which are most common and get tips on how to answer them.

(Powered By: Women's Employment Network)

How to Make LinkedIn Work for You

Wednesday, December 7th 2:30pm – 3:30pm [Register here](#)

Learn how to set up a profile and get tips and tricks on how to get the most out of LinkedIn. Stay connected to career opportunities and attract employers with a stellar profile.

(Powered By: Women's Employment Network)

Personal Budgeting Tips

Wednesday, December 8th 12:00pm – 1:00pm [Register here](#)

In budgeting what's most important is finding a way that works for you! This workshop will review several budgeting tools so you can be the boss of your money.

(Powered By: Women's Employment Network)

Riipen x St. Clair College: Working with local students can help grow your business

Friday, December 9th 12:30pm – 1:00pm [Register here](#)

About this event:

St. Clair College has partnered with Riipen! Riipen is an online platform that makes it easy for businesses and nonprofits to collaborate with students on short projects. Students receive course credit and real-world experience while organizations receive quality deliverables, access to new talent and fresh insight from students. It's a win-win and a great way to get some extra help during these busy times!

In this session we'll tell you more about how you can engage with the bright minds at St. Clair College to help you grow your business and achieve your goals by connecting with local talent.

(Powered by: Small Business and Entrepreneurship Centre)

Resume Tips to Get You Noticed

Monday, December 12th 11:00am – 12:00pm [Register here](#)

Struggling with your resume? Attend our workshop and find out tips to make your resume rise to the top and get you the interview.

(Powered By: Women's Employment Network)

Basics of Starting a Small Business

Tuesday, December 13th 10:00am – 11:00am [Register here](#)

Do you have an idea and you want to start your own small business, but you aren't sure where to start? Attend this free seminar to find out information such as:

- How to register your business
- Business structure
- Government support programs
- Other services and programs available to you

(Powered by: Small Business and Entrepreneurship Centre)

Goal Setting and Time Management

Wednesday, December 13th 11:00am – 1:00pm [Register here](#)

Learn techniques to help you set and reach your personal and professional goals. Learn to manage your time as you work to reach those goals. This workshop will give you the skills and knowledge to identify how you currently use your time, identify your personal time management strengths and weaknesses, learn the dimensions of self-management of time and identify new habits you can implement to improve your personal time management.

(Powered By: Women's Employment Network)

Basics of Writing a Business Plan

Thursday, December 15th 3:00pm – 4:00pm [Register here](#)

A good business plan is your road map to success! A business plan is also required when applying for any type of small business financing. Attend this informative session to learn how to develop a business plan that will work for you! This session will cover:

- The required elements of a business plan
- How to break it down in to manageable pieces
- Where to gather relevant information
- How to professionally arrange your ideas and research
- What to do with the plan when it's completed

(Powered by: Small Business and Entrepreneurship Centre)

Facing Your Fears: Winning Your Inner Game

Monday, December 19th 2:30pm – 4:00pm [Register here](#)

During periods of crisis and/or transition, the experience of getting stuck, being anxious or even becoming fearful will occur!

Those anxious feelings are natural. And while this time can be very challenging, it can also become a great opportunity to design a new normal. This workshop offers women an opportunity to refocus, re frame and expand their thinking (around this period of change) so they can move forward, more quickly, and with renewed confidence and hope. Join us as we help you to develop actions for strengthening you inner game and accelerate your progress into “What’s Next”!

(Powered By: Women's Employment Network)

Salary Negotiation

Tuesday, December 20th 11:00am – 12:00pm [Register here](#)

Landed the perfect job? Now it's time to get the perfect salary. This workshop will help you learn how to successfully advocate for what you deserve and avoid common pitfalls in this stage of the hiring process. Negotiation is a skill and YOU can learn it!

(Powered By: Women's Employment Network)

Free Ontario Program: How An Online Store Can Boost Your Business

Thursday, December 22th 11:30am – 12:30pm [Register here](#)

In this webinar you will get the answers to the top questions we've received about the ShopHERE powered by Google program, including:

- What does it mean to sell online, and why should my business?
- What is Customer Engagement?
- How can Social Media help?
- Who is Digital Main Street?
- What is ShopHERE powered by Google?
- Do I qualify for this program?
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(Powered By: Digital Main Street)