

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

# GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



## November 2022 WORKSHOPS

Genesis Entrepreneurship Centre, Main Campus: Room SC128

EVERYONE WELCOME.  
REGISTRATION REQUIRED:  
[www.stclaircollege.ca/genesis](http://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.

---

### Behavioral Interviewing

Tuesday, November 1<sup>st</sup> 2:30am – 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](#) )

---

## Entrepreneurship SpeakHER Series: Crossroads of Art and Social Impact with Carol Hofgartner

Thursday, November 3<sup>rd</sup> 12:00pm – 1:00pm [Register here](#)

Join us for our second Fall session of the Entrepreneurship SpeakHER Series on November 3, 2022 featuring Carol Hofgartner, Founder of Art Road

Carol Hofgartner is the Founder and Executive Director of Art Road Nonprofit. Since 2004, Art Road has brought art class back to over 20,000 students in Detroit Public Schools that would otherwise not have art in their curriculum. Art Road was created after Carol went to a career day at Weatherby Elementary School in Detroit to talk to the students about her career in architecture and learned that the students did not have art class.

**(Powered By: EPI Centre )**

---

## Graphic Design and Layout with Canva

Friday, November 4<sup>th</sup> 2:00pm – 3:00pm [Register here](#)

In this online workshop, learn to use Canva, a web-based graphic design tool, to easily create eye catching business cards, flyers, and much more. Create a polished work using different templates and techniques that make your creations pop. Use your own media or choose from millions of stock images, photo filters, icons and shapes to design presentations, and social media graphics.

**(Powered By: North Suburban Cook County AJC )**

---

## Basics of Starting a Small Business

Tuesday, November 8<sup>th</sup> 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 )

---

## How to Make LinkedIn Work for You

Wednesday, November 9<sup>th</sup> 2:30am – 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 )

---

## Foodpreneur Advantage - Starting A Food Business

Thursday, November 10<sup>th</sup> 10:00am – 11:00am [Register here](#)

In this free 60-minute online seminar learn about:

- Creating a Business Model
- Doing your Market Research
- Analyzing the Competition
- What is your Value Proposition?

Do you have an idea for a food business? Want to learn more before you “venture” into food production? Looking to find out how to search for a licensed commercial kitchen that can help you get your venture off the ground? Or just have a delicious recipe you wish to cook up into a money-making business? Then be sure to attend this valuable workshop on Starting a Food Business.

You will leave with a better understanding of how to get started on your path to success in the food and beverage industry!

**( Powered by: Foodpreneur Advantage )**

---

## **Resume Tips to Get You Noticed**

Monday, November 14<sup>th</sup> 11:00am – 12:00pm [Register here](#)

If you are struggling with creating a resume for your first job, re-entering the workplace or making a career change this session is for you

**(Powered By: Women's Employment Network )**

---

## **Interviewing is Like Dating**

Tuesday, November 15<sup>th</sup> 11:00am – 12:30pm [Register here](#)

Finding a new job is making sure the fit is as good for you as it is for the company. When finding a new job it is important to make sure that you are a good fit for the company AND that the company is a good fit for you. There are strategies to find out whether or not a new job or position is right for you. Mark Naster will lead you through this interactive workshop to help you find a workplace culture that is a good fit.

**(Powered By: Women's Employment Network )**

---

## **Goal Setting and Time Management**

Wednesday, November 16<sup>th</sup> 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 )**

---

## Service Canada Programs and Services for Employers

Thursday, November 17<sup>th</sup> 11:00am – 12:00pm [Register here](#)

Service Canada provides employers with a single point of access to services and benefits. Learn how to access Service Canada and enroll in various programs and services for employers.

This session will include:

- Information on EI benefits, the Work-Sharing program, Workforce Reduction Program, and Record of Employment on the Web (EROE)
- Job Bank, Labour Market Information, and Temporary Foreign Workers Program
- Social Insurance numbers and employers' responsibilities
- Grants and Contributions online
- Canada Pension Plan (including Canada Pension Plan-Disability Benefits)
- Old Age Security/Guaranteed Income Supplement
- Updates and new initiatives.

Learning Outcome:

- New initiatives/programs for businesses and employers
- Advertising for jobs via our federal government job bank

Presenters:

- Sarita Censoni, Citizen Services Specialist
- Alfia Chan, Citizen Services Specialist

( powered by: Enterprise Toronto )

---

## Social Media for Your Business

Tuesday, November 22<sup>th</sup> 10:00am – 11:30am [Register here](#)

Social media is an invaluable tool for today's business, whether you are just starting out or have been established for years. Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

You will learn:

- How to choose the right social media platform(s) for your business

- How to set up and optimize social media profiles
- The basics of Instagram & Facebook shopping and how to utilize shoppable feeds
- Best practices for engagement on Facebook, LinkedIn, Twitter, Instagram, TikTok and Pinterest
- Growing your social media community using both organic and paid strategies
- Planning and curating your social media content
- Tools for managing platforms and scheduling posts to save you time and energy

Join us to learn the ropes of building an engaging and profitable social media presence for your business.

**(Powered By: Digital Main Street )**

---

## Basics of Writing a Business Plan

Thursday, November 24<sup>th</sup> 2:00pm – 3:00pm [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, November 28<sup>th</sup> 2:30pm – 3:30pm [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 )

---