

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



September 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.

Foodpreneur Advantage - Starting A Food Business

Thursday, September 1st 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)

How to Make LinkedIn Work for You

Wednesday, September 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.

Women's Employment Network.

Organizer of How to Make LinkedIn Work for You Women's Employment Network is a network of support to help you with your career and finances.

(Powered By: Women's Employment Network)

Personal Budgeting Tips

Thursday, September 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)

Resume Tips to Get You Noticed

Monday, September 12th 10:00am-11:00am – [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

About this event:

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, September 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 & Entrepreneurship Centre)

How to shoot and edit amazing photos on your phone

Wednesday, September 14th 1:00pm – 2:00pm [Register here](#)

It's no secret that a good photo can tell a thousand words, which places a lot of importance on the imagery you use to represent yourself and your brand. In this workshop Matt will show you how to use the photo editing features in the Canva app to help your images stand out from the crowd. You'll get hands on practice with an interactive workbook whilst picking up tips on the fundamental skills of composition, cropping and editing for the most polished look for your pictures.

In this workshop you'll learn:

- Why good photography is so important in our visual ecosystem
- Foundational editing and composition skills
- The photo editing tools that are available in Canva
- How to add your imagery to designs in Canva

(Powered By: Canva Design School)

Service Canada Programs & Services for Employers

Thursday, September 15th 11:00am – 12:00pm [Register here](#)

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

(Powered By: Enterprise Toronto)

Leadership and Management

Friday , September 16th 11:00am-12:00pm [Register here](#)

This workshop will help you understand your strengths and get tips on growing your confidence. You will develop a better understanding of leadership and management concepts, and get ideas on how to develop skills in these areas.

(Powered By: Women's Employment Network)

Behavioral Interviewing

Tuesday, September 20th 2:30pm – 3:30pm [Register here](#)

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)

Goal Setting and Time Management

Wednesday, September 21th 11:00am – 12:00pm [Register here](#)

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, September 22th 2:00am – 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 & Entrepreneurship Centre)

Perfect Your LinkedIn Profile

Tuesday, September 27th 2:00pm – 3:15pm [Register here](#)

An optimized LinkedIn profile ranks far higher in LinkedIn searches, which results in far more profile views, which leads to many more job opportunities.

- Learn what recruiters actually look for in a profile photo.
- Learn simple tricks to ensure your profile always shows up in search results.
- Avoid the common mistakes people make when adding their contact info.
- Learn how to entice a recruiter to actually click on your profile.
- Learn what the most important parts of your profile are - and why.
- Learn the best way to encourage recruiters to scroll through your profile.
- Learn what recruiters look for in a profile - and how to impress them.
- Learn how to effectively market your personality in your profile.
- Learn how to instantly increase your network by hundreds of thousands.
- Learn how to maximize your profile's visibility to recruiters.
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(Powered By: Goodwill Industries - Big Bend, Inc.)

Business Plan Writing Workshop

Wednesday, September 28th 6:00pm – 7:00pm [Register here](#)

Have you changed your business idea? Do you need to adjust your business for the post COVID marketplace? Are you preparing for funding and need a written business plan? Do you need to update your existing business plan?

Join this crash-course to write an actionable business plan and put your business in motion!

In this virtual workshop, you will receive a review on:

- The Essential Components of a Business Plan
- Marketing Strategies for Growth
- How to Finetune Financial Projections
- How to Write a Business Plan for Funding

Participants will also be able to purchase the Planning for Profitability 36-page workbook . Ask for more information during webinar.

(Powered By: Aventi Enterprises)

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

Thursday, September 29th 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?

The ShopHERE program is designed to help you start selling online quickly and easily, with 1:1 dedicated support from an eCommerce Coordinator to build an online store.

When I sign up for the ShopHERE program, what do I get?

- An eCommerce website customized with your business' brand, logo, products/services, and contact information
- Hands-on assistance to set up and launch your online store
- Training to get you started with inventory management, shipping, digital marketing, and more
- Access to free tools to help support the successful launch of your online store, including a free .CA domain

To learn more about ShopHERE, visit www.digitalmainstreet.ca/shophere

Continued investment from the Province of Ontario, through the Ministry of Economic Development, Job Creation and Trade (MEDJCT) has allowed the ongoing expansion the Digital Main Street Platform in order to support more businesses going digital across Ontario. Plus corporate partners: Google, Mastercard, Square, Intuit Quickbooks, Shopify, Lightspeed, Microsoft, and Facebook.

(Powered By: Digital Main Street)
