

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

# GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



## January 2023 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.

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### Leverage Your LinkedIn (Free Webinar with a LinkedIn Lookover)

Tuesday, January 3rd 4:00pm – 5:00pm [Register here](#)

Perhaps you're not looking for a job. So what? You still need a great LinkedIn profile. We'll tell you why and how to get there.

Done properly, you can use LinkedIn to test your attractiveness in the marketplace without jeopardizing your current employment.

**What's Covered:**

- The elements of a great LinkedIn profile
- Leveraging LinkedIn even when you're not looking for a job
- Differences between your use of LinkedIn for active and passive job searching
- How to fine tune and adjust your online presence to attract jobs you actually would be interested in
- Top ways in which LinkedIn is underutilized
- What to do when the wrong recruiters are reaching out with the wrong jobs
- How even the laziest person can be on an evergreen job hunt

Stout Systems have been in the technical staffing and recruiting business for over 25 years. They have seen a lot of LinkedIn profile dos and don'ts. They've even seen candidates land an amazing career opportunity just from an impressive profile!

( Powered by: Stout Systems )

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## Sales Skills to Power up Your Start-up!

Friday, January 6th 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 6 reasons 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 )

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## Think like a designer: Improve your problem-solving with design thinking

Monday, January 9<sup>th</sup> 6:00pm – 7:00pm [Register here](#)

Design thinking is taking the business world by storm, and for good reason. Teams that regularly engage in design thinking are more collaborative, curious and motivated to create positive change.

This creative problem-solving process can be applied to almost anything by prioritizing the needs of a person and making their experience effortlessly enjoyable.

Our design experts, Cat, Matt, and Katy will show you how easy it is to use Canva as your end to end tool for design thinking workshops.

This 60-minute webinar will dive into the design thinking process to explore visual research gathering, persona templates, collaborative ideation, prototyping tools and presenting your ideas.

In this webinar you'll learn:

- How to use Canva's features to run effective design thinking workshops for your remote team
- How Canva's tools can be harnessed for team ideation
- How to incorporate Canva into your current workflows

( Powered by: Canva Design School )

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## Basics of Starting a Small Business

Tuesday, January 10<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 )

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## Insurance for Small Business

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

This informative webinar will provide you with working knowledge of small business insurance, demystifying all the jargon. It will also enable you to ask the right kinds of questions from insurance professionals.

What you will learn:

- Why do I need business insurance?
- What types of business insurance exist?
- What are the right ones for my small business?
- What questions should I ask insurance professionals to make sure my needs are met?
- What other resources should I consider to ensure I get the right insurance policy?

( Powered by: Enterprise Toronto )

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## Service Canada: Free Hiring Platform & Other Supports for Small Businesses

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

Learn how to access Service Canada to enroll in various programs, services, and the basics of Human Resources for businesses in any sizes.

This session will include:

1. Posting Jobs to the Job Bank
2. Tips for Businesses on Social Insurance Number
3. Resources for Businesses and their workers:
  - [www.Canada.ca](http://www.Canada.ca) for individuals, self-employed, employers, and businesses
  - Business Benefits Finder
  - Employer Contact Centre
  - Supports for workers: Request a call back and other call centres

Learning Outcome:

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

Presenters:

- Various Citizen Services Specialists from Service Canada

( Powered by: Enterprise Toronto )

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## Brand a business: How to design your brand, logo, personality and more

Tuesday, January 17<sup>th</sup> 6:00pm – 7:00pm [Register here](#)

Join the canva design school for one hour live webinar to explore how you can define your brand's purpose, personality and more. We'll explore exactly what branding means and why having a style guide is important. You'll get hands on with Canva, creating a workbook to help you refine your brand's visual personality.

In this workshop you'll learn:

- How to start with your brand's purpose
- How to find your brand's personality
- How to design your logo
- How to connect with color
- How to select your imagery
- How to build a brand kit

( Powered by: Canva Design School )

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## Entrepreneurship NetworkHER Event: Women of True GRIT

Thursday, January 19<sup>th</sup> 6:00pm – 8:30pm [Register here](#)

Join the US Consulate General for the virtual **Entrepreneurship NetworkHER Event: Women of True GRIT. Edie Hand, founder of Women of True GRIT** as a keynote speaker, to share her story of life experiences and how she's transformed them into a network in celebration of amazing women.

Come dressed in your favourite hat or accessory to symbolize the many roles we have as women and entrepreneurs! (A woman's best accessory is her **CONFIDENCE**).

**Agenda: (EST)**

- 6 pm-6 :20 pm – Welcome & Opening Remarks
- 6:20 pm- 7:00 pm: Keynote Presentation with Edie Hand
- 7:00 pm- 7:30 pm: Networking with SpeakHERs
- 7:30 pm-8:15 pm: Free Flow Networking! (All guests are invited to freely move around the space and continue networking! Some tables in the floor plan also have prompted topics)

This event is for students, female founders, and members of the entrepreneurship community from both Canada and the United States. The goal is to inspire, tell stories and make lasting connections.

( Powered by: EPI Centre )

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## How to Do Business with the Government of Canada

Friday, January 20<sup>th</sup> 10:00am – 11:00am [Register here](#)

The Government of Canada purchases \$22 billion of goods and services each year. This webinar provides key information about how to sell to the Government of Canada that will help you learn how to:

- Find out whether the Government of Canada buys your goods or service
- Understand the contracting process
- Register in supplier databases
- Build networks and promote your business
- Search for opportunities
- Take advantage of the procurement information on Buyandsell.gc.ca
- Understand the security clearance process
- Bid on opportunities

A focus of this session will be on supporting diverse and underrepresented equity deserving businesses and highlighting emerging opportunities through federal and community programs and services.

(Powered By: Enterprise Toronto )

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## Business Planning: "Get your Business Accelerating"

Monday, January 23<sup>th</sup> 9:00am – 12:00pm [Register here](#)

In this webinar you will learn key fundamentals critical to business success and planning, starting with having a clear offering and Value Proposition, the importance of a well researched and defined target market to ensure your marketing efforts are focused on your ideal customer, having a well defined sales process and the related metrics to ensure you are tracking and measuring the right things in your business. Business Viability (includes Business Model).

**What you will learn:**

- Business Viability (includes Business Model)
- Writing a Business Plan
- Market Research for Your Business Plan
- Understanding Financials for your Business Plan

**(Powered By: Enterprise Toronto )**

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## How to Market and Sell Your Products Online

Wednesday, January 25<sup>th</sup> 2:00pm – 3:30pm [Register here](#)

Interested in learning how to sell online so you can build or grow a business? Interested in how Shopify can help you? Want to learn how to best market your products? In this session, we'll explore what platforms you can use to sell online, as well as some of the amazing app integrations that will help you market your products like a professional.

Attend this 90-minute webinar, and you will learn the following:

- What Shopify is and how it can help you
- The types of businesses that run on Shopify
- The different channels Shopify enables you to sell through
- What app integrations will help you market and sell your products like a pro

Presented by Sarah Jansel(nicknamed The Shopify Queen) is the CEO of Jansel & Co, where she and her team build, brand, and grow awesome websites - on Shopify and Kajabi.

**( Powered by: Small Business Centre )**

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## Basics of Writing a Business Plan

Thursday, January 26<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 )

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## Funding Your Startup

Monday, January 30<sup>th</sup> 2:00pm – 3:00pm [Register here](#)

Essential to growing your young company is the understanding of the key factors impacting it. Please join the workshop that will help you explore the opportunity to raise funds from angel investors. We will examine the value of your business and we will discuss programs offered to support your startup company.

This interactive session is presented by Windsor Essex Capital Angel Network, interVal and Small Business & Entrepreneurship Centre, with funding provided by the Government of Canada under the Women Entrepreneurship Strategy in Windsor-Essex.

( Powered by: WindsorEssex Small Business Centre )

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## Mental Health Support for Entrepreneurs

Tuesday, January 31<sup>th</sup> 9:00am – 10:00am [Register here](#)

This webinar delivered by the Mental Health Commission of Canada will provide you with information and resources to better understand the mental health challenges faced by small business owners and entrepreneurs. This presentation will help you understand the challenges and benefits of taking care of your mental health from a business perspective, and provide you with some key strategies, tools, and resources so



you are equipped to better understand your own mental health, as well as the mental health of your employees and what you can do to be a leader for them.

**What you will learn:**

- Is it good business to ensure my workplace is conducive to good mental health?
- What are the main barriers to workplace mental health, particularly for people in leadership roles?
- How do I recognize indicators of declining mental health?
- How do I overcome stigma and find help?
- How do I access free resources that are available to me and/or my employees?
- How do I help my employees if they are struggling with their mental health?

**(Powered By: Enterprise Toronto )**