

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

# GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



## March 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.

## The Money Side of Business: Tools & Techniques for Managing Your Financials

Wednesday, March 1st 10:00am – 11:00am [Register here](#)

This financial literacy session will enable you to be able to use financial management tools to evaluate business and make informed financial decisions for your small business.

What you will learn:

- What's financial management?
- What tools can help operate my business?
- How do I determine if a product is profitable? What's my most profitable product?
- Who are my most profitable customers?
- Why do I need a budget?
- How do I create and use a budget?
- What reports do I need?
- How do I tell where my business is heading?

Join us to learn more about the money side of business

( Powered by: [Enterprise Toronto](#) )

## StrikeUP 2023 Virtual Conference

Thursday, March 2nd 10:00am – 3:00pm [Register here](#)

About the event:

Are you a woman entrepreneur looking to scale or grow your current business? Registration is now open for the StrikeUP 2023 FREE digital conference dedicated to supporting women entrepreneurs and providing a forum for growth, mentorship, and financing StrikeUP to advance women's economic empowerment and grow the number of women-owned Canadian businesses. StrikeUP is to build capacity within the entrepreneurship ecosystem and close gaps in service and support for women entrepreneurs.

Register FREE Now for the StrikeUP 2023 virtual conference to invest in yourself and grow your business in 2023, gaining access to growth partners, mentorship and finance.

( Powered by: StrikeUp Canada )

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

Monday, March 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. The 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 six 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

( Powered by: Enterprise Toronto )

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## How to Write Emails that Sell

Tuesday, March 7th 3:00am – 4:30am [Register here](#)

Join Sarah Stockdale, [Growclass](#) Founder and CEO, to learn how to write emails your customers get excited to open. In this session, we'll go through three simple tips to improve your open rates, increase your sales through email, and delight your customers. The [BDC](#) will also introduce digital adoption and [CDAP](#) will introduce its 'Boost Your Business' program involving access to grants, loans, advisory support, and talent to implement your digital growth plan.

( powered by: Ignite Digital )

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## Insurance for Small Business

Wednesday, March 8th 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?

Join us to learn all about insurance for your small business.

( Powered by: Enterprise Toronto )

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## Finding the right opportunities in uncertain times

Thursday, March 9th 12:00am – 1:00pm [Register here](#)

Planning for your business can be very difficult in today's economy. How can you make the right decisions in the face of rising inflation, widespread labour shortages and fears of a looming economic slowdown?

Strategic planning is a key part of the answer and a valuable tool to equip you and your team to navigate these challenges. Get hands-on advice to create and execute a strategic plan and find the right opportunities to thrive.

Get expert advice on creating a roadmap for your company

Join Pierre Cl  roux, Chief Economist at BDC, for an update on the labour market, inflation and interest rates, as well as the top challenges facing Canadian businesses in 2023.

He'll be followed by Devesh Dwivedi, Senior Business Advisor, BDC Advisory Services, who will give concrete advice and answer your questions about how to develop and implement your strategic plan to guide your business and unlock opportunities amid the uncertainty.

Why you should attend

- Get the latest insights on key Canadian economic trends that will impact your business in the coming months.
- Learn how to develop a strategic plan and turn it into reality with hands-on advice and practical examples to help you strengthen your competitive position.
- Ask your questions in real time to get answers about the state of the economy and the right strategies to navigate the current context.

( Powered by: The BDC- The Bank of Canadian Entrepreneurs )

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## Basics of Starting a Small Business

Tuesday, March 14<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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## Brand a business: How to design your brand, logo, personality, and more

Monday, March 20<sup>th</sup> 7:00am – 8:00am [Register here](#)

Join this 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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## The Importance of Paid Advertising in a Digital Space

Tuesday, March 21<sup>st</sup> 10:00am – 11:30am [Register here](#)

Advertising in the digital space can be complicated, especially with different ad formats, multiple platforms, budgeting, and running your own business! If you are not sure where to begin, or are confused on what kind of ad to run, this session is for you!

In this webinar, the Digital Service Squad from Toronto will share key insights into Google Ads, Facebook Ads, and Instagram Ads.

You will learn about:

- Google Ads
- Facebook ads
- Facebook pixel
- Instagram ads
- Targeting audiences
- Which ads to run for your business
- Key terminology in ad platforms

Join to learn why you should consider paid advertising for your business and how you can easily get started.

( Powered by: [Digital Main Street Workshop and Webinar Series](#) )

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## First Steps in Exporting for Women Entrepreneurs (Windsor-Essex)-Module 1

Wednesday, March 22nd 9:30am – 11:00am [Register here](#)

Did you know that on average, companies that export have 120% greater sales than non-exporters, are 13% more productive and experience double the rate of growth?

Ontario's "First Steps in Exporting" program helps companies that are new to exporting familiarize themselves with key steps in growing your international sales in the U.S. and beyond. This is of particular significance for women entrepreneurs, as we will provide you with the confidence to take your business global in relevant markets.

In this two-part series (March 22 and 29), trade experts from the Government of Ontario and professional service providers will guide you through everything you need to know to get started in global markets.

( Powered by: Small Business and Entrepreneurship Centre )

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## Basics of Writing a Business Plan

Thursday, March 23th 2:00am – 3:30am [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 into 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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## Ford Innovation Showcase Challenge (applications close March 27, 2023)

Monday, March 27th 8:00am – 5:00pm [Register here](#)

Submit a 3 minute, individual or Team video showcasing any innovative project you have worked on at St. Clair College. This competition is designed to showcase not only your project but YOU!

Make sure all team members take part in the 3 minute video presentation and are shown on screen speaking equally.

Final competition judges and mentors are high-level executives from industry. Open to students from all programs. Maximum 2 per Team.

Event Winners will be announced Friday May 5th, 2023.

Meet Future Employers – Speed Mentoring.

Video submissions due March 27, @ 5:00 PM

REGISTRATION forms [genesis.st.claircollege.ca](http://genesis.st.claircollege.ca) (bottom of page)

Inquiries: [innovation@stclaircollege.ca](mailto:innovation@stclaircollege.ca)

( Powered by: Genesis Entrepreneur Centre- St. Clair College )

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## Legal Bootcamp - How to Start & Grow Your Business

Tuesday, March 28th 10:00am – 11:30am [Register here](#)

We'll answer questions like:

- Do I need to incorporate?
- What's the difference between a sole proprietorship, partnership and a corporation?
- Should I trademark my name?
- When should I register for HST?
- Are contracts really that important?
- How do I hire my first employee?

Educating yourself and knowing the answers to these questions is important part of the operation of your business.

Once you have completed this seminar, we will have taken the mystery out of legal issues and will have provided practical solutions to directly implement towards your business.

( Powered by: Enterprise Toronto )

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## First Steps in Exporting for Women Entrepreneurs (Windsor-Essex)-Module 2

Wednesday, March 29th 9:30am – 11:00am [Register here](#)

Did you know that on average, companies that export have 120% greater sales than non-exporters, are 13% more productive and experience double the rate of growth?

Ontario's "First Steps in Exporting" program helps companies that are new to exporting familiarize themselves with key steps in growing your international sales in the U.S. and beyond. This is of particular significance for women entrepreneurs, as we will provide you with the confidence to take your business global in relevant markets.

In this two-part series (March 22 and 29), trade experts from the Government of Ontario and professional service providers will guide you through everything you need to know to get started in global markets.

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

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