

Small Business Training Schedule

Oct – Dec 2018

Nelson

October

- 10/11 Google Apps for Small Business
- 15 Communications for Small Business – Free
- 15 Social Media Demystified – Free
- 16 Business Plan 101 – Free
- 19 Bookkeeping Lab
- 19 Importing Goods into Canada w CBSA – Free
- 19 7 Golden Rules to Successful Exporting – Free
- 23 Design One-on-One (1-hour appointments)
- 24 The Art of Instruction: How to Teach What You Know
- 25 Bookkeeping Basics
- 25 Social Enterprise – Free
- 29 Facebook: How to Engage Your Audience
- 30 Excel for Beginners
- 30 Promotional Material Design

November

- 1 Contests, Promo's & Events for Digital Media
- 5 Practice Your Teaching Skills
- 6 Trans 101: How to be an Ally – Free
- 6 Me Inc. – Free
- 7/14 Communicating with Clarity (webinar)
- 7 Blog Like You Mean Business
- 14 Bookkeeping Lab
- 15 Fusion: The Future of Digital Marketing
- 20/21 Building Your Website with WordPress
- 22 Computer Lab
- 23 Bookkeeping Basics
- 28 Goal Setting, Planning & Productivity

December

- 4 Facebook, Twitter, & LinkedIn for Beginners
- 5 Conflict Resolution: Mastering Challenging Conversations
- 11 Improving Your Sales Efforts
- 13 Bookkeeping Lab

Creston

- Oct 16 Business Plan 101 – Free
- Oct 17 Bookkeeping Lab
- Oct 23 Me Inc. – Free
- Oct 30 Bookkeeping Basics
- Nov 14 Bookkeeping Lab
- Nov 20 Business Plan 101 – Free
- Dec 13 Bookkeeping Lab

Nakusp

- Oct 5 Business Plan 101 – Free
- Oct 12 Bookkeeping Basics
- Nov 7 Me Inc. – Free
- Nov 16 Bookkeeping Lab
- Dec 14 Bookkeeping Lab

October is **Small Business Month**. We are hosting Chamber of Commerce **Business After Business** events in Castlegar on October 10th, and Nelson on October 18th.

Check our [Facebook page](#) for details. Hope to see you there!



For more details or to register, please call
Community Futures Central Kootenay.

Nelson: (250) 352-1933 x 100

Creston: (250) 428-6356

Nakusp: (250) 265-3674 x201

futures.bc.ca e: info@futures.bc.ca

/communityfutures @Comm_Futures

Course Descriptions

The Art of Instruction: How to Teach What You Know

Nelson: Oct 24 (9-4) – Carmen Ditzler
\$80+GST

Want to incorporate teaching into your business? In this workshop, instructor Carmen Ditzler brings a careers-worth of knowledge as she guides you through styles of teaching, how to plan your class, what to do when you hit a rough patch, and more. This workshop takes a learner-centered approach, focusing on how to make your teaching fun and effective. **Registration deadline: Oct 19**

Blog Like You Mean Business

Nelson: Nov 7 (9-4) – Julia Gillmor
\$80+GST

Blogging is an important part of online business, raising awareness of products and services, building email lists, and turning fans and followers into paying customers and clients. Creating great content means knowing the pains and desires of your ideal customer or client. Learn how to identify your ideal customer or client and use that as the basis for creating great content. Along with the fundamentals of blogging, you'll develop a list of blog topics unique to your business. Other topics include: headlines that work, keywords/ search engine optimization (SEO), how to use images, calls to action, how and where to post your blogs (other than just your website) and other productivity tips and tricks. Participants must have a website and administrative access. **Registration deadline: Nov 2**

Bookkeeping Basics

Nelson: Oct 25, Nov 23 (9-4pm) Barb Williams
Creston: Oct 30 (9-4) Alison Bjorkman
Nakusp: Oct 12 (9-4) Marilyn Rivers
\$80+GST

Receive instruction and assistance with setting up your own bookkeeping system using a journal method. Learn the basics of bookkeeping including the principles of double entry, how to keep your records organized, and more. Choose between paper journal system or Excel template that automatically totals your journals and produces financial statements. **Nelson participants:** bring a USB drive so you can take home a copy of the Excel template. **Creston participants:** bring a laptop with Microsoft Excel if you want to learn to use the Excel template.

In Creston, call Alison (250-428-6356) to register
In Nakusp, call Marilyn (250-265-3674 x201) to register

Bookkeeping Lab

Nelson: Oct 19, Nov 14, Dec 13 (9-Noon), Brenda Wiest
Creston: Oct 17, Nov 14, Dec 13 (3-5pm) Alison Bjorkman
Nakusp: Nov 16, Dec 14 (1-4), Marilyn Rivers
\$25+GST

Are you stuck on your bookkeeping? Bring your journals, receipts, deposit books, invoices, chequebook, and bank statements and we will give you individualized attention to help you stay on track. Note: this class is only available after completion of **Bookkeeping Basics**.

In **Creston** call Alison to register: 250-428-6356

In **Nakusp** call Marilyn to register: 250-265-3674 x201

Building Your Website with WordPress.com

Nelson: Nov 21 & 22 (9-4) - Nikta Boroumand
\$300+GST

Learn to create, build, and manage your own website using the world's leading open-source web publishing platform, WordPress.com. Bring your text, images, and imagination to build a fully functioning website (with free hosting).

Workshop includes lecture and demonstration, but mostly focuses on participants building their own website. There is plenty of time for questions and one-on-one instruction. Students must have intermediate computer and internet skills, including experience with software such as Microsoft Word, an ability to navigate folders for accessing and saving documents and images, and an accessible web email account. **Registration deadline: Nov 16**

More info: www.bigbrowneyes.ca/posts/wordpress-com-workshop

Business Plan 101

Nelson: Oct 16 (9-4) – Chris Holland
Creston: Oct 16 & Nov 20 (9-4) – Alison Bjorkman
Nakusp: Oct 5 (9-4) – Marilyn Rivers
FREE but please pre-register

A business plan is an essential tool for you as a business owner. It organizes your ideas and helps analyze the viability of your business before you start it. This interactive workshop helps you clarify your business concept and explain the basics of a business plan. You will receive a basic business plan template, worksheets, and resources to help you complete your own business plan. Whether you just have a business idea or you're further along in your research, this course may be for you! This course is free but **pre-registration is required**.

Creston, call Alison (250-428-6356) to register

Nakusp, call Marilyn (250-265-3674 x201) to register

Communications for Small Business

Nelson: Oct 15 (10-11ish) – Dan Wall
FREE – but please pre-register

You know your business better than anyone - are you communicating what you do? Are your communications clear, engaging and effective? Attend this free session to learn how effective communications helps you achieve your business goals.

Computer Lab

Nelson: Nov 22 (1-4) – Sharron Swan
\$15 +GST

Take advantage of the computer labs to work on your own projects but have the expertise of Sharron to help troubleshoot and offer tips to get your projects done.

Sharron is extremely well versed in Microsoft products such as Word, Excel, Access, Publisher, PowerPoint, FrontPage, Expression and is a whiz with mobile website design, HTML, QR Code Marketing, SEO, Business Facebook and much more! **Registration deadline: Nov 19**

Communicating With Clarity: Connecting with Clients

Nelson: Nov 7 & 14 (10-Noon) via Zoom – Kate Harrison
Whiteside
\$50+GST

Wondering why your emails aren't getting the responses you expected or why people are still asking questions about your products and services? Perhaps it's because the messages may not be clear to your clients. Learn how to write, edit and design clear messages that your clients can access, understand and act on. The course is in three parts: 1) webinar session on the basics of clear communication; 2) on your own time, create a piece of clear writing to submit for feedback; 3) webinar session on gathering feedback and using plain language tools for different media.

Registration deadline: Nov 1

Conflict Resolution: Mastering Challenging Conversations

Nelson: Dec 5 (9-4pm) – Charlotte Ferreux
\$80+GST

Are you having problems communicating and achieving the right results with employees, coworkers, senior staff, or even at home? Do you want to learn new tools to increase your confidence when having difficult conversations? Would you like to know tips on giving feedback to increase an effective work environment? This dynamic class shows you how to make these conversations easier and get real results.

Registration deadline: Nov 30

Contests, Promotions & Events

Nelson: Nov 1 (9-Noon) – Chris Holland
\$40 +GST

Creating a Promotion, Contest, or Event is an excellent way to market your business and with social media, it becomes even more effective. When you create a marketing campaign that makes an impression, you will retain loyal customers and gain new ones. In this workshop, you will learn the fundamentals of creating promotions and discover how to make your marketing come alive online.

Registration deadline: Oct 30

Design One-on-One

Nelson: Oct 23 (1 hr appointments) – Brad Steele
\$60+GST

Book a one-on-one appointment for a project critique or a little extra help from our graphic design instructor, Brad Steele. A perfect follow-up to *Promotional Material Design*, *Adobe Illustrator* or *Branding: Company Identity Design*. Appointment time must be pre-scheduled, call 250-352-1933 x100. **Registration deadline: Oct 18**

Excel for Beginners

Nelson: Oct 30 (9-Noon) – Brenda Wiest
\$40 +GST

New to Excel? This beginner course will show you how to design and format a spreadsheet, enabling you to manage information and perform basic calculations. The Community Futures' Bookkeeping Spreadsheet is used in most examples and exercises. A great entry-level overview to give you confidence working in Excel.

Registration deadline: Oct 25

Facebook: How to Engage Your Audience

Nelson: Oct 29 (9-1) – Chris Holland
\$50+GST

This class is for those who have already set up their Business Facebook page. You now have many opportunities to network with a wide variety of people. Discover how to be prepared, learn newsfeed formulas and how to enhance your presence. You will also learn how to place ads and boost posts.

Registration deadline: Oct 24

Facebook, Twitter & LinkedIn for Beginners

Nelson: Dec 4 (9-4) – Chris Holland
\$80+GST

Learn the basics of Facebook, Twitter, and LinkedIn to benefit your business and bring you more customers. The first half of the class looks at why these platforms are useful and how to gain a wider audience. The second half is in the computer lab where you will set up your Facebook Business page, Twitter and LinkedIn profiles and start using them! Bring photos, logos and write-ups if you have them.

Registration deadline: Nov 30

Fusion: The Future of Digital Marketing

Nelson: Nov 15 (9-1) – Chris Holland
\$50+GST

Fusion Methodology: when like-minded people work together for mutual benefit. With digital marketing developing at such a rapid rate, it is important to maximize your organic growth through fusion methodology. In this session, Chris reviews fusion methods, organic growth, digital marketing opportunities, and how these methods can help your business become accessible to the ideal demographic. Once you understand how to apply these tools, your marketing campaigns will not only be more successful, they will be more enjoyable to run!

Registration deadline: Nov 13

Goal Setting, Planning & Productivity

Nelson: Nov 28 (9-4) – Julia Gillmor
\$80 +GST

Feel like you are bogged down by unnecessary activities? Having clear goals for you and your work is essential for a productive and profitable business. This workshop includes creating a clear vision for the next 12 months with a 7-step process for goal setting. Start using these techniques right away to stop wasting time and be more productive. You will also learn new strategies and habits for self-care so that you don't create more stress for yourself and those around you.

Google Apps for Small Business

Nelson: Oct 10/11 (11-3 both days) – Zeb Hansell
\$100 +GST

What are Google Apps and how can you use them to improve your business/ workflow/ security/ collaborations? We'll cover Google Sheets, Google Docs, and Google Drive. We'll look at how the Cloud can benefit your business and productivity by working collaboratively with your team. Students must have access to a Google account (Gmail/ YouTube). **Registration deadline: Oct 5**

Importing Commercial Goods into Canada

Nelson: Oct 19 (9-Noon) – Canada Border Services
FREE – but you must pre-register

The Canada Border Services Agency is pleased to offer an information session on importing and the documentation requirements. This workshop is for small business entrepreneurs interested in learning about the import process. If you are thinking of importing goods, don't miss this overview of the Canada Border Services Agency commercial importation process. Let CBSA assist you with your questions and concerns about importing, and the paperwork required by Customs. Other information covered includes Rate of Duty, B3, Canada Customs coding form, other government departments, brokers (do you need/ want one), transportation, and accounting.

Improving Your Sales Efforts

Nelson: Dec 11 (9-1) – Chris Holland
\$50+GST

The overall success of your business depends largely on how well you market and sell your products and services. In this session, you will learn how to improve and grow your sales efforts, without driving yourself crazy. We will use fun and easy to follow steps and methodologies that are specifically designed to help you overcome obstacles and maximize your sales endeavours. This class is an excellent opportunity to review and update your current efforts and overcome any challenges you may be facing.

Registration deadline: Dec 7

Me Inc.

Kaslo: Oct 17 (1:30-3:30); **Creston:** Oct 23 (1:30-3:30)
Castlegar: Oct 30 (6:30-8:30pm); **Nelson:** Nov 6 (6:30-8:30pm); **Nakusp:** Nov 7 (6:30-8:30pm)
FREE

Have you ever wondered about becoming an entrepreneur, taking your training or skills to a new level and running your own show? Maybe launching a start-up? Or buying a business and running it? In this workshop, learn how to review critical decision points for making the transition. Other considerations include what "being an entrepreneur" means; types of business entities; business models; product types; common pitfalls and motivations; and how to get started. Note: Me Inc. workshop does not cover writing a business plan. **Pre-registration is required.** Visit www.bbaprogram.ca or call 1-855-510-2227 to secure a seat.

Practice Your Teaching Skills

Nelson: Nov 5 – Carmen Ditzler
\$60 +GST

Becoming a good teacher requires practice in planning, teaching, observing and in giving feedback. In this full day class, you will come prepared with materials to teach a 20-minute lesson in your area of expertise to your classmates. Observations and constructive feedback will be given in a fun, supportive, and safe environment. If you are unsure of what to prepare, please contact Carmen at ditzsmall@gmail.com. Note: *The Art of Instruction: How to Teach What You Know* is a **prerequisite**.

Registration deadline: Nov 1

Promotional Material Design

Nelson: Oct 30 (9-4) – Brad Steele
\$80+GST

Good design is good business, and whether you're selling a product or your service, your promotional materials must look as good as your business ideas. This one-day 'paper and pencil' workshop will kick-start your promotional materials by introducing you to the basics of graphic design – layout techniques, typography, and the use of colour. You will also receive expert assistance in sketching out your own brochure, flyer, business card or advertisement. Bring your photos and illustrations, your marketing ideas and your existing promotional materials (if you have some already).

Registration deadline: Oct 26

Seven Golden Rules to Successful Exporting

Nelson: Oct 19 (1-2:30ish) – Michael Hoehner
FREE but please pre-register

Research shows that businesses who export have significantly greater growth prospects, more durability, higher profitability, and are better connected than companies who don't. Learn important business skills. Discover how you can capitalize on extensive Provincial and Federal export resources no matter what your product or service.

Social Enterprise (how to start one)

Nelson: Oct 25 (6-8pm) – Barb Williams
FREE but please pre-register at www.bbaprogram.ca

Operating a business within a traditional Non-Profit structure can be tough. We can help you to get started on the right foot. The Social Enterprise workshop is designed to help you explore options and to answer some of your questions in a 3-hour period.

We will review the methods to evaluate the readiness of your organization to start generating revenues. Give you an overview of the steps taken in planning and developing a social enterprise (a non-profit that earns revenues); and show you different models for making revenues as a non-profit. **Pre-registration is required.** Visit www.bbaprogram.ca or call 1-855-510-2227 to secure a seat.

Social Media Demystified

Nelson: Oct 15 (Noon – 1ish) – Chris Holland
FREE but please pre-register

Are you still waiting to use social media to market your service or product? Are you confused by the options? Here's a brief overview of easy and inexpensive (or free) ways to market to a big audience with huge results. Bring your lunch and be prepared for a fun filled, action packed info session!

This session is free but **pre-registration is required!**

Trans 101: Be an Ally to the Trans Community

Nelson: Nov 6 (12 – 1:30ish) – Milo Leraar, Trans Connect Coordinator at ANKORS
FREE but please pre-register

Transgender people are becoming more and more visible in the media. This includes Chaz Bono (the son of Sonny and Cher), Lana and Lilly Wachowski (writers of *The Matrix*), Laverne Cox (from *Orange is the New Black*) and many others who are talking about what it means to be Trans.

There are many transgender people living in the Kootenays; this workshop teaches you how to be an ally to them. Learn respectful language, debunk myths, and better understand the Trans people in your community. We will watch the documentary, *Souls of Our Students*, which talks about how to support transgender youth. There will be plenty of opportunities for questions and answers. Bring your lunch and your curiosity. Hope to see you there!