

*Classes Start on February 2nd!*

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## BUSINESS CERTIFICATE PROGRAM

*Strengthening Communities through Business and growing Management Skills for Professionals*

The Business Certificate Program improves the business knowledge, skills, and leadership abilities of BIPOC employees and small business owners of Central Puget Sound, Vancouver-Portland and Eastern Washington leading businesses.

This **FREE** six-week program is taught by leading faculty from the UW Michael G. Foster School of Business and provides participants an opportunity to learn proven business concepts and immediately apply them to their work. This program will expand your business skills and improve your job performance.

The program is designed for people who want to become more effective in their job, who want to develop their leadership and strategic thinking skills, and improve their problem-solving abilities.

### UW Business Certificate Program

**Dates:** Every Thursday, from Feb 2 - March 9

**Times:** 6pm-9pm

**Location:** Online via Zoom. A link will be sent upon registration

**Cost:** Due to generous sponsorship contributions by Bank of America and the Black Future Co-Op Fund, this program is offered at no cost!

**Special Thanks:**



*"It doesn't matter how big or small your business is. We all work on the same principles, we are here to make a profit, and I've realized through the BCP that companies both big and small use the same tools to accomplish these goals."*

*~ Patty Maggard Prediletto  
Colours By Design*

**Register online today at:**

<https://forms.office.com/r/8ejYGXmDN9>

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Consulting and Business  
Development Center

# Curriculum

## ***Leading a Highly Effective Organization***

This seminar teaches employees and managers how to recognize team dynamics and create well-designed teams. Having the right team in place can lead to an overall increase in company performance and team stability.

## ***Strategic Decision Making***

Some decisions involve a great deal of attention while others are made on instinct. In this session, we'll explore the upsides and downsides of intuition in decision making, discuss common decision making traps, and focus on improving the quality of the decision making process for both individuals and groups.

## ***Marketing and Branding***

A company's brand is the sum total of the experiences and perceptions of its customers. This seminar provides a complete understanding of the consumer and how consumers develop brand attitudes and behaviors.

## ***Marketing Plan Development***

This workshop will focus on the core elements of developing a working marketing plan. You will learn how to assess your company's marketing strengths and learn the components for a solid promotional plan.

## ***Financial Management***

This seminar focuses on improving your understanding of the information that financial statements provide and improves your ability to set business goals and measure progress.

## ***Understand your Company's Financial Health***

This class will teach you the tools needed to understand the financial health of your company, your company's performance relative to budget, and the economic effect of company investments.



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For more information about upcoming classes, contact:

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