



Centre for Entrepreneurship
Education and Development

BUSINESS TRAINING CATALOGUE

April 1 2017

Innovative opportunities to build & grow your business knowledge

CEED.CA

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WAYS TO PARTICIPATE

IN PERSON



WEBINAR



WAYS TO REGISTER

①

ONLINE
ceed.ca/events

②

PHONE
902-421-2333

③

VISIT US
7071 Bayers Road

OUR BUSINESS TRAINING

We recognize that learning takes place in a variety of settings, not just a classroom. Our highly-effective approach to business training combines peer learning and experimentation. CEED's comprehensive business training offers entrepreneurs of all stages a wide variety of hands-on learning opportunities. We offer our entrepreneurs innovative opportunities to build and grow their businesses through:

- Collaboration with peers
- Experiential learning
- Hands-on workshops
- Technology to spark innovation
- Positive risk-taking

Choose from over 45 different programs with a variety of focus areas, including sales and marketing, financial management, taxation and more. Our facilitators are experienced subject matter experts and successful small business owners, ready to share their knowledge and expertise with you.

Whatever your business training needs, CEED can help!

OUR DELIVERY

In Person: You can attend in person alongside other like-minded entrepreneurs at our training room at Bayers Road Centre in Halifax, Nova Scotia.

Webinar: Can't make it to our offices in person? Participate live through a webinar from the comfort of your home or office. When you purchase a webinar it also includes a recording, which you can watch for up to 10 days after the live session.

TO REGISTER

There are three ways to register for upcoming training:

1. ONLINE

Visit ceed.ca/events for simple and convenient online registration.

2. PHONE

Call us at 902-421-2333. Our knowledgeable staff is happy to help you.

3. VISIT US

Drop by and say hello! Our fully accessible offices are centrally located at the Bayers Road Professional Centre, and includes free parking. Our address is 225 – 7071 Bayers Road, Halifax, NS B3L 2C2.

TERMS & CONDITIONS

Cancellation Policy: CEED reserves the right to cancel or reschedule workshops due to exceptional circumstances. We make every effort to provide a minimum of 48 hours' notice to our clients; however this may vary under some circumstances.

Refund Policy: CEED does not provide refunds for workshop registrations. Alternatively, you may transfer your registration to a later date or be issued a credit towards another workshop of equal or lesser value.

START-UP & PLANNING

START SMART

Offered semi-monthly
Please check our [calendar](#) for availability

Kick start your business ideas with CEED. Explore local resources, be introduced to CEED's programs and services including loans, training and the Self-Employment Benefits Program. Learn the basics of business planning, while gaining the tools and resources you need to make your business idea a reality. You will:

- Practice your elevator pitch
- Discover a simple approach to business planning
- Gain knowledge around community resources for entrepreneurs
- Receive a business plan guide
- Have the opportunity to ask questions about your business

Workshop delivered by CEED staff. *Light refreshments provided.*

IN PERSON
or
WEBINAR

\$10
PLUS TAX

BUSINESS MAPPING – DEVELOPING A SMART BUSINESS MODEL

TBA

The truth is, not every entrepreneur needs a full business plan. Business mapping is an alternative to the more in-depth business planning process, but still leaves you with a strategic plan to help direct your business. Designing a business map can sometimes be enough for you to decide if your business venture is worth pursuing. This workshop focuses strategies to plan and key areas of successful businesses. Learning Objectives:

- Learn to evaluate your business idea
- Understand key areas of a successful business model
- Discuss and receive worksheets to help you determine business viability
- Clarify types of business structures and requirements

Workshop delivered by CEED staff

IN PERSON
or
WEBINAR

\$59
PLUS TAX

HOW TO BUY AN EXISTING BUSINESS

Jun 5, 2017
5:00 pm – 8:00 pm

Sep 11, 2017
5:00 pm – 8:00 pm

Dec 4, 2017
5:00 pm – 8:00 pm

Mar 12, 2018
5:00 pm – 8:00 pm

Buying a business versus starting one... It's faster, cheaper, and less risky to buy. It's not rocket science, but you do need to know the tricks of the trade. This workshop is designed for individuals who want to learn how to buy a business; and will help you create your roadmap for finding a business, valuing it, and executing the transaction. This workshop is for you if:

- You want an overview of valuation techniques used in investment decisions
- You want to buy a business or want to grow through acquisitions
- You want to get the most out of your relationship with business brokers and bankers
- You want to learn how to use debt and/or equity to finance acquisitions
- You are a lawyer or accountant interested in better understanding the process to better serve clients

Workshop delivered by [David Barnett](#), BBA, BFC, CMEA

IN PERSON
or
WEBINAR

\$69
PLUS TAX

Special Package
Pricing!

BLAST OFF TO BUSINESS

Offered monthly

Please check our [calendar](#) for availability

Accelerate your business success, and learn the business development process through a 3-day interactive workshop with subject matter experts, guest speakers, and a site visit to the Halifax Central Library. Develop an understanding of online and community resources available for entrepreneurs and learn how to develop a solid business plan.

Join us for hands-on learning, interaction with other aspiring entrepreneurs, advice from experts, and access to beneficial templates. Includes:

- Anatomy of a Business Plan – What You Need to get Started
- Government Regulations & Business Naming
- Market Research 1 – Data That Works for You
- Business Finance 1 – Understanding Financial Statements
- Marketing 101

Workshop delivered by CEED Staff

IN PERSON
or
WEBINAR

\$295
PLUS TAX

Special Package
Pricing!

FOCUSED BUSINESS PLANNING

This program focuses on teaching you how to turn a good business idea into a successful business venture. Learn about the important operational areas of a new business and how to track them. By attending this multi-session program, you will learn to evaluate the financial viability of your business idea, understand how to clearly define who will buy your product or service, and strategize the first stages of your operations, marketing and sales plans.

IN PERSON
or
WEBINAR

\$469
PLUS TAX

Offered monthly

Program gives you 20+ hours of education (over a \$500 value), including:

Please check our
calendar for
availability

- Business Mapping – Developing a Smart Business Model
- Market Research 1 – Surveys & Data Collection
- Market Research 2 – Data That Works for You
- Business Viability 1 – The Break Even Analysis
- Business Viability 2 – The Cash Flow Forecast
- Operations for Small Business
- Art & Science of Selling
- Marketing Essentials

GOVERNMENT REGULATION & BUSINESS NAMING

May 23, 2017
1:00 pm – 4:30 pm

Starting a new business and have questions around legal business structures, government regulations that affect your small business, and understanding requirements for naming your business? Join us for this interactive session where participants will gain:

IN PERSON
or
WEBINAR

Jun 27, 2017
1:00 pm – 4:30 pm

- The tools to make decisions about business structures for their business
- Understand and interpret generally used business terminology

\$69
PLUS TAX

Jul 25, 2017
1:00 pm – 4:30 pm

- Determine what government regulations apply to them and identify how to research those requirements

Aug 22, 2017
1:00 pm – 4:30 pm

- Understand GST/HST
- Know what to consider when naming a business
- Be able to register a business with the Registry of Joint Stock

Sep 26, 2017
1:00 pm – 4:30 pm

Workshop delivered by CEED Staff

Oct 24, 2017
1:00 pm – 4:30 pm

Nov 21, 2017
1:00 pm – 4:30 pm

MARKET RESEARCH 1 – SURVEYS & DATA COLLECTION

May 25, 2017
1:00 pm – 4:30 pm

Starting a new business and need to understand how to begin the necessary research in order to develop your business plan? This workshop invites participants to practice their elevator pitch, and leads you through the components of primary research, and your next essential steps. Learning objectives:

IN PERSON
or
WEBINAR

Jun 29, 2017
1:00 pm – 4:30 pm

- Practice mission statements & elevator pitches
- Understand the difference between primary and secondary research

\$69
PLUS TAX

Jul 27, 2017
1:00 pm – 4:30 pm

- Identify key questions to ask when researching
- Know how to plan, develop and summarize a survey

Aug 24, 2017
1:00 pm – 4:30 pm

- Understand the role and value of a mentor and networking
- Be able to write SMART goals

Sep 28, 2017
1:00 pm – 4:30 pm

- Identify next steps essential to starting your new business

Workshop delivered by CEED Staff

Oct 26, 2017
1:00 pm – 4:30 pm

Nov 23, 2017
1:00 pm – 4:30 pm

MARKET RESEARCH 2 – DATA THAT WORKS FOR YOU

TBA	Secondary market research can help you make informed decisions about the viability of your business idea by tapping into already existing data. This type of research is also a key component when analyzing your target market, competitors, industry trends and preparing to write your business plan. This session will help you:	IN PERSON or WEBINAR
	<ul style="list-style-type: none">• Identify key resources of secondary data for your business• Differentiate between quantitative and qualitative data• Know what types of secondary data to look for and how to interpret it• Discover how secondary data can inform key business decisions	\$69 PLUS TAX
	Workshop delivered by CEED staff	

SALES & MARKETING

MARKETING 101 – BRAND IMAGE & IDENTITY

May 24, 2017 1:00 pm – 4:30 pm	Starting a new business and need to understand the basics of marketing and branding? Join us for this three hour interactive session that teaches participants to:	IN PERSON or WEBINAR
Jun 28, 2017 1:00 pm – 4:30 pm	<ul style="list-style-type: none">• Describe the features and benefits of their product/service, and be able to distinguish between the two• Describe their target market	\$69 PLUS TAX
Jul 26, 2017 1:00 pm – 4:30 pm	<ul style="list-style-type: none">• Understand the basics of pricing• Know what their placement will be	
Aug 23, 2017 1:00 pm – 4:30 pm	<ul style="list-style-type: none">• Understand which promotional tools will work best for their business• Know what branding is and understand why it is important	
Sep 27, 2017 1:00 pm – 4:30 pm	<ul style="list-style-type: none">• Develop a written draft of their mission statement	
	Workshop delivered by CEED Staff	
Oct 25, 2017 1:00 pm – 4:30 pm		
Nov 22, 2017 1:00 pm – 4:30 pm		

MARKETING ESSENTIALS

Jun 8, 2017 1:00 pm – 4:00 pm	Explore the evolution of marketing and the impact of social media and technology on business today. Through this interactive session, you will discover and discuss real-life marketing examples, identify and explore creative marketing techniques and learn how to optimize your marketing efforts.	IN PERSON or WEBINAR
Sep 6, 2017 9:00 am – 12:00 pm	Discover the keys to successful marketing - two way communication, identifying your audience and understanding your real value. You will learn to:	\$79 PLUS TAX
Dec 5, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Maximize your marketing with cost effective solutions and tools• Broaden your understanding of marketing with a focus on purpose and strategy	
Mar 7, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Identify the difference between branding and marketing• Recognize your value and leverage it to attract potential clients• Develop a basic marketing plan	
	Workshop delivered by John Robertson , Inspired Eggs	

ART & SCIENCE OF SELLING

Jul 4, 2017 9:00 am – 12:00 pm	Learn how to sell with confidence, gain support, increase profitability and generate leads with effective sales processes and a professional attitude. Identify your customer's needs, interests, and issues, and develop effective techniques to position your products and/or services. Learn how to:	IN PERSON or WEBINAR
Oct 4, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Recognize and leverage your value• Generate sales with effective and proven sales processes	\$79 PLUS TAX
Jan 2, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Build customer engagement• Identify your sales targets and goals• Close sales with confidence	
	Workshop delivered by Rick Fair , Principal of Fairwinds Training & Development	

PHONE FEAR TO PHONE FABULOUS

Jul 11, 2017 9:00 am – 12:00 pm	Turn your phone into one of your company's key competitive advantages. Effectively generate new business, follow up on leads, engage stakeholders and make sales with confidence.	IN PERSON or WEBINAR
Oct 11, 2017 1:00 pm – 4:00 pm	Establish and refine your personal and professional image, while delivering a strong opening sentence, getting to the point quickly, saying it simply and expressing the benefits of working with your business. The Phone Lady will help you:	\$79 PLUS TAX
Jan 9, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Build rapport and cultivate new and existing relationships• Create strategies to incorporate your branding into your telephone services• Discover techniques to side-step business gate keepers, and connect with business decision-makers• Gain confidence in your ability to effectively communicate	
	Workshop delivered by: Mary Jane Copps , The Phone Lady	

CREATING CONSISTENT REVENUE

May 16, 2017 9:00 am – 12:00 pm	Reaching your revenue goals is not magic or luck; it's about knowing and understanding what you need to do to reach them – and why! Join us for a comprehensive 3 hour workshop and learn how to create consistent revenue by:	IN PERSON or WEBINAR
Aug 21, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Learning how to banish the revenue dry spell – those days, weeks, months with no new sales• Clearly identifying and prioritizing your target markets• Committing to your daily, weekly and monthly goals• Creating a sales plan that works for you and your customers.	\$79 PLUS TAX
Nov 14, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Creating a step-by-step sales process	
Feb 14, 2018 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Designing a follow-up system that complements your product/service• Designing your “pitch” – phone, email and face-to-face• Identifying your customer's buying signals• Learning new methods for researching contact information• Understanding why your prospects will say “yes”	
	Creating Consistent Revenue is a detail-oriented, number-crunching day. You'll leave with a specific, achievable plan in writing!	
	Workshop delivered by: Mary Jane Copps , The Phone Lady	

TECH & ONLINE ENGAGEMENT

CREATING YOUR STARTER WEBSITE

Jun 7, 2017 1:00 pm – 4:00 pm	Explore the concept of website usability, discover key elements of successful websites, and learn about website features that will help you build your business. Develop an understanding of how to maintain your website and enable it to grow alongside your business. In this workshop, you will learn to:	IN PERSON or WEBINAR
Sep 5, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Identify the best type of website for your business• Consider the various design and content factors for your website	\$79 PLUS TAX
Dec 6, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Ask the right questions when selecting your web design• Budget accordingly for your website and understand the associated costs	
Mar 6, 2018 9:00 am – 12:00 pm	Workshop delivered by Krista Tannahill , Ki Digital Media	

BUILDING YOUR ONLINE BRAND

Jul 10, 2017 9:00 am – 12:00 pm	Develop creative ways to ensure your online investment is rewarded with sales. Drive sales, generate leads and build your online brand with practical and easy to use tools, maximizing your online presence. Explore digital marketing tools including video, websites, podcasts, emails, social media and newsletters. Build online engagement, and connect with your consumer through digital media. Learn how to:	IN PERSON or WEBINAR
Oct 16, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Use the internet and social media to find prospective clients	\$99 PLUS TAX
Jan 15, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Build your online brand and recruit loyal customers• Develop strong content to maintain an active online presence• Effectively allocate resources for online marketing	
	Workshop delivered by Krista Tannahill , Ki Digital Media	

INTRO TO SOCIAL MEDIA FOR BUSINESS

Jul 12, 2017 1:00 pm – 4:00 pm	Explore relevant social media platforms and learn how to effectively integrate them into your marketing plan by developing a simple social media strategy. Connect with your clients, establish your brand, increase visibility, and engage with your target audience using tips, tricks and secrets. In this workshop, you will learn to:	IN PERSON or WEBINAR
Oct 11, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Identify and maximize online social media platforms for your business	\$79 PLUS TAX
Jan 10, 2018 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Advance your online presence utilizing social media• Use social media with confidence• Develop a social media strategy	

Workshop delivered by [Chris Campbell & Ben McMillan](#), AMMP

BLOGGING & ONLINE ENGAGEMENT

TBA	We all know that the standard tools and resources used to carry out marketing campaigns are no longer enough. Email, direct mail, and print advertising... who buys that way anymore? Learn how to better support your marketing efforts through blogging, social media and online engagement in this interactive workshop. Participants will learn to:	IN PERSON or WEBINAR
	<ul style="list-style-type: none">• Make your communications plan social (an email newsletter doesn't do it anymore)• Keep your products and services top-of-mind• Use blogs and social platforms for better exposure• Use online engagement, such as search engine optimization• Leverage social platforms to drive demand (not just "likes" from family members)	\$99 PLUS TAX

Workshop delivered by [Krista Tannahill](#), Ki Digital Media

SOCIAL MEDIA 2.0

Jun 14, 2017 1:00 pm – 4:00 pm	Join us for an intermediate level workshop designed to educate business owners on how to expand their basic knowledge of social media and begin utilizing specific platforms as an effective marketing tool. Our focus on practical elements, while exploring in-depth information, and building from introductory Social Media workshop, will make you platform savvy. We will take a detailed look at the inner workings of your social media, as well as:	IN PERSON or WEBINAR
Sep 14, 2017 9:00 am – 12:00 pm		
Dec 14, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Automation versus manual controls	\$79 PLUS TAX
Mar 8, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Paid campaigns• Twitter Cards• Boosted posts• Owning your online presence• Blogging• Analytics• Scheduling	

Workshop delivered by [Chris Campbell & Ben McMillan](#), AMMP

TAX & LEGAL

Special Package
Pricing!

ESSENTIAL LEGAL & TAX TIPS FOR INCORPORATION

Register for this package to learn from professionals about how and when to incorporate. Gain valuable knowledge on setting up a legal entity in this tax and legal focused information package. This package includes six hours of instruction (over a \$160 value). Workshops included:	IN PERSON or WEBINAR
<ul style="list-style-type: none">• Getting Incorporated – Essential Steps & Legal Tips• Tax Smart	\$139 PLUS TAX

GETTING INCORPORATED – ESSENTIAL STEPS & LEGAL TIPS

TBA	<p>Attend this seminar to learn about the different types of business registrations, how to incorporate your business and legal tips that will help you with life after incorporation. This seminar is ideal for anyone who wants to get incorporated properly and learn how to carry on business as a corporate entity. Learning objectives:</p> <ul style="list-style-type: none">• Recognize the advantages of corporations• Understand the roles of shareholders, directors, officers and others in the corporate structure• Identify the essential steps that must be followed to properly create and organize your corporation• Explore additional steps that may be necessary if you're incorporating an existing business and the common pitfalls to avoid• Know the mandatory corporate requirements that must be followed each year to keep your corporation alive and in good standing• Get helpful legal tips for carrying on business, as a corporate entity after the incorporation is complete <p>Workshop delivered by Sarah Greenwood, Sage Tree Law</p>	IN PERSON or WEBINAR \$99 PLUS TAX
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TAX SMART

TBA	<p>So you're thinking of starting, or have already started, a small business but you're unclear on how to structure or what to do to keep the bank and the tax man happy. Attend this seminar and find out different types of structures and the tax benefits of each. Learning objectives:</p> <ul style="list-style-type: none">• Discuss the differences a sole proprietor, partnership and corporation can provide to you• Understand what defines taxable income, allowable deductions, subcontractors versus employees, payroll traps and tax requirements• Learn about tax issues that apply to you and how your financial statements and information are viewed by others <p>Workshop delivered by Debi Peverill, Peverill & Associates</p>	IN PERSON or WEBINAR \$69 PLUS TAX
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UNDERSTANDING CRA

Jul 7, 2017 9:00 am – 12:00 pm	<p>CRA is a leading regulatory body that contributes to establishing and maintaining national standards. Gain insight and clarity to their reporting process; understand tax considerations when selecting a business structure, and HST registration requirements. Be introduced to CRA's business e-services and develop an understanding of remittance rates and eligible input tax credits. You will learn to:</p> <ul style="list-style-type: none">• Understand the role of an accountant• Recognize deductible expenses and proper payroll structures for your business• Develop quick methods of accounting for GST and HST• Complete the Goods and Services Tax• Use guidelines for reporting income for your unincorporated business and claiming expenses <p>Workshop delivered by Heather Peters, CMA, Brightside Accounting</p>	IN PERSON or WEBINAR \$69 PLUS TAX
Oct 6, 2017 9:00 am – 12:00 pm		
Jan 5, 2018 9:00 am – 12:00 pm		

CONTRACTS FOR CONSULTANTS & SERVICE-BASED BUSINESSES

TBA	<p>In a service based business, the contract between provider and client defines the obligations of each party and their legal relationship. Beyond liability, the contract made with a client should clarify expectations in terms of the service or deliverable, cost and payment, timelines etc. The service contract plays an important role in client relations, avoiding confusion and or conflicts, and in ensuring client satisfaction.</p> <p>A contract, while comprehensive in its general legal terms, must also be prepared with an in-depth understanding of the operations and needs of each business.</p> <p>Join us for practical guidance in understanding contract law and identifying issues and concerns that should be addressed when drafting and customizing agreements and contracts for your small business.</p> <p>Workshop delivered by Sarah Greenwood, Sage Tree Law</p>	IN PERSON or WEBINAR \$79 PLUS TAX
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INTELLECTUAL PROPERTY

May 26, 2017 9:00 am – 12:00 pm	Protect your brand by understanding IP and how it relates to your business. Learn the basic principles of the Canadian IP system, and the resources available when looking to trademark, patent or copyright. It's crucial that you use your intellectual assets strategically as you run your business. If you protect them, they can give your business a competitive advantage over other players in the market.	IN PERSON or WEBINAR
Aug 25, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">Identify your IP assets and develop strategies to maximize results	\$69 PLUS TAX
Nov 24, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">Understand trademarks, patents, copyrights and industrial designsSelect the right IP option for you, and develop your IP strategy	
Feb 23, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">Identify resources to help you get the protection and advice you need <p>Workshop delivered by: Catherine Vardy, Canadian Intellectual Property Office</p>	

FINANCE & ACCOUNTING

Special Package
Pricing!

ESSENTIAL BUSINESS FINANCE PACKAGE

This package will help you understand how to maintain financial records, and interpret those statements. You will be introduced to ratio analysis – a powerful tool to help you identify the financial pros and cons of your business operations. Registering for this package gives participants over 6 hours of instruction in business finance (over a \$160 value). Workshop included are:	IN PERSON or WEBINAR
<ul style="list-style-type: none">Business Finance 1 – Understanding Financial StatementsBusiness Finance 2 – Financial Analysis	\$139 PLUS TAX

Special Package
Pricing!

BUSINESS VIABILITY – UNDERSTANDING ANALYSIS & FORECASTING

This package will help you determine, evaluate, and forecast your business finances. Let us teach you how to analyze your company's financial viability and determine the strength of your business cash flow, along with potential for growth. Registering for this package gives participants over 6 hours of instruction in business finance (over a \$200 value). Workshop included are:	IN PERSON or WEBINAR
<ul style="list-style-type: none">Business Viability 1 – The Cash Flow ForecastBusiness Viability 2 – The Break Even Analysis	\$179 PLUS TAX

FINANCING OPTIONS PANEL

May 5, 2017 9:00 am – 12:00 pm	Hear from experienced small business financing professionals, have the opportunity to ask questions, and gain advice and exposure to financing opportunities for your business. Guest panelists have included Futurpreneur Canada, CBDCs, BDC, Credit Unions and major banking institutions. You will:	IN PERSON or WEBINAR
Aug 4, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">Explore options available for your businessGain insight into what lenders and investors are looking for	\$10 PLUS TAX
Nov 3, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">Discuss the process and parameters involved in financingReceive guidance on how to position your business to potential investors	
Feb 2, 2018 9:00 am – 12:00 pm	Workshop delivered by CEED Staff + 6 guest panelists. <i>Light refreshments provided.</i>	

BUSINESS FINANCE 1 – UNDERSTANDING FINANCIAL STATEMENTS

May 24, 2017 9:00 am – 12:00 pm	Financial statements can often seem like another language, but understanding them is necessary to the success of your business. In this workshop, we will:	IN PERSON or WEBINAR
Jun 28, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">Recognize and categorize accounting source documentsGain a basic understanding of financial statements and how they are derived from source documents	\$69 PLUS TAX
Jul 26, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">Enter sales and expenses in the correct spot in Financial ProjectionsDetermine business start-up cash flow needs	
Aug 23, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">Understand what financing is and how it worksDetermine financing needs for start-up	
Sep 27, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">Understand your credit rating and how it might affect business start-up <p>Workshop delivered by CEED Staff</p>	
Oct 25, 2017 9:00 am – 12:00 pm		
Nov 22, 2017 9:00 am – 12:00 pm		

BUSINESS FINANCE 2 – FINANCIAL ANALYSIS

TBA	<p>Once you understand your financial statements, you can use them to better understand your business. Financial analysis not only reveals the financial health of your business, but also helps you understand the effectiveness of business strategies, and root causes of business problems. Using a case study approach, this workshop is great for existing businesses and for start-ups planning to use industry standards for their financial plan. Learning objectives:</p> <ul style="list-style-type: none">• Introduction to ratio analysis, a powerful tool which will help you identify the financial pros and cons of your business operations• Understand how to calculate ratios, interpret them against history and benchmarks, and apply these new concepts to your business <p>Workshop delivered by Debi Peverill, Peverill & Associates</p>	IN PERSON or WEBINAR \$99 PLUS TAX
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BUSINESS VIABILITY 1 – THE CASH FLOW FORECAST

TBA	<p>Just because your business is profitable, does not mean it is viable. Cash flow is arguably the most crucial part of your financial plan. Without strong cash flow, you run the risk of going broke before achieving your break-even point. Learning objectives:</p> <ul style="list-style-type: none">• Determine how cash enters your business each month• Forecast your monthly cash out flows• Understand cash flow calculations• Determine real causes of cash flow problems• Complete ‘what if’ calculations to plan for success <p>There are two ways to go broke. No profits is the slow painful way...no cash flow is the fast painful way. Join us for this seminar and plan for the success of your business.</p> <p>Workshop delivered by Debi Peverill, Peverill & Associates</p>	IN PERSON or WEBINAR \$99 PLUS TAX
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BUSINESS VIABILITY 2 – THE BREAK-EVEN ANALYSIS

TBA	<p>Many entrepreneurs launch businesses based solely on the idea alone. Successful businesses are profitable, or have the potential for profit. Join us to learn how to identify the costs to start and operate your business for the first year... and then calculate the starting capital and annual sales required to break even. Learning objectives:</p> <ul style="list-style-type: none">• Discover the three kinds of start-up costs• Determine your start-up requirements• Identify your overhead costs• Understand mark-up, margin and cost of goods – your variable costs• The break-even...the first goal of any business <p>Whether for a start-up business, or for an expansion of an existing business, book this workshop today and find out how to determine the financial viability of your business.</p> <p>Workshop delivered by CEED Staff</p>	IN PERSON or WEBINAR \$99 PLUS TAX
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MANAGING YOUR CASH FLOW & ACCOUNTS RECEIVABLE

May 31, 2017 1:00 pm – 4:00 pm	<p>Minimize the risk of non-payment and maximize your cash flow by learning how to set up an accounts receivable and collections system for your small business. If you invoice customers and get paid later, you will benefit from knowing how to manage accounts receivable and collect your money. Discover how to reduce stress as a business owner, understand what extending credit means, and get paid faster. The facilitator will help with specific collections issues one-on-one after the workshop; bring your paper work if you would like assistance. You will learn to:</p> <ul style="list-style-type: none">• Manage your accounts receivable• Reduce the risk of non-payment• Collect overdue accounts• Increase your positive cash flow• Set up systems to prevent problems <p>Workshop delivered by Nancy Anningson, Improve Impact Strategic Consulting</p>	IN PERSON or WEBINAR \$99 PLUS TAX
Aug 29, 2017 9:00 am – 12:00 pm		
Nov 29, 2017 1:00 pm – 4:00 pm		
Feb 27, 2018 9:00 am – 12:00 pm		

GO VENTURE

May 17, 2017 1:00 pm – 4:00 pm	Apply your accounting skills through an interactive, hands-on simulation program. Cognitive scientists have identified that the fastest and most effective way for humans to learn is by immersing the learner in a highly visual interactive environment. With this workshop you will acquire years of experience in minutes. Manage all the key aspects of your virtual business such as pricing, purchasing, advertising, reviewing financial statements, hiring employees, and more. You will be able to:	IN PERSON only
Aug 10, 2017 1:00 pm – 4:00 pm		\$49 PLUS TAX
Nov 15, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Experience a hands-on learning approach• Apply concepts in subject areas such as finance, career, and life skills• Run your own virtual micro-business	
Feb 13, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Learn the basics of running a small business	

Workshop delivered by [Nancy Anningson](#), Improve Impact Strategic Consulting

PRICING & COSTING YOUR PRODUCT

TBA	Setting prices is both an art and a science. The science is determining your costs. The art is in understanding the underlying role prices make on customer buying behavior. This session has both a marketing and financial focus, and gets to the heart of how pricing plays an important role in your overall business success.	IN PERSON or WEBINAR
	This workshop will make you question your assumptions about pricing, costing, and how they fit into your business strategy. Whether you are an experienced entrepreneur or just want to get started on the right foot, pricing and costing is time and money well spent! We will cover:	\$99 PLUS TAX
	<ul style="list-style-type: none">• The 4 C's of pricing – costs, constraints, customers, and competition• Fixed and variable costs, and total absorption• Using pricing as a comparative• Pricing for sales versus pricing for profits	

Workshop delivered by CEED Staff

BUSINESS VALUATION – WHAT'S MY WORTH?

TBA	Considering selling your business or just looking for ideas on how to maximize its value? Understanding what your business is worth will help you plan strategically and focus your efforts on the right business components. Learning objectives:	IN PERSON or WEBINAR
	<ul style="list-style-type: none">• Identify and understand valuation myths and pitfalls• Understand the three primary valuation methods• Identify the areas you need to focus on in order to drive value in your business	\$99 PLUS TAX

Workshop delivered by TBA

OPERATIONS MANAGEMENT

OPERATIONS FOR SMALL BUSINESS

TBA	Do you know all the essential elements for successfully operating a business? Creating a vision or plan for your operations will provide a framework for success. In this session we will explore how you can determine who does what, where, when, how and most importantly why. Learning objectives:	IN PERSON or WEBINAR
	<ul style="list-style-type: none">• Learn how to plan, set up and manage your small business operations• How to set goals and targets within your team• Understand an operations cycle• Implement activity based budgeting• Understand the value chain and its importance	\$69 PLUS TAX

Workshop delivered by CEED staff

ALIGNING FOR SUCCESS – STRATEGIC TIME MANAGEMENT

May 2, 2017 9:00 am – 12:00 pm	Nothing is more valuable than your time. Are you spending your time wisely? Do you even know what “wisely” is? This workshop takes participants from the big picture through to their daily tasks and ensures that both are pulling your business in the same direction.	IN PERSON or WEBINAR
Aug 9, 2017 1:00 pm – 4:00 pm	Throughout this workshop, we will walk through your daily activities and tasks and see how they align with your broader organizational and business objectives. If the activities that you prioritize on a daily basis do not sync with your overall vision, you are not investing your time in the right place. This can result in actions, essential to your organization’s health, not being completed to the degree necessary.	\$79 PLUS TAX
Nov 9, 2017 9:00 am – 12:00 pm	That’s why auditing your time usage and adjusting for efficiency is a strategic leadership activity.	
Feb 7, 2018 9:00 am – 12:00 pm	Workshop delivered by Brenda Allen , Davis Pier	

PERSONAL INSURANCE

Jun 2, 2017 9:00 am – 12:00 pm	Create your safety net and learn how to insure yourself and your business against loss of income due to unforeseen circumstances. Explore long-term disability, medical and dental coverage, life insurance, critical illness, and group coverage. Discover the benefits of personal insurance and how it impacts your small business. You will:	IN PERSON or WEBINAR
Sep 1, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Define and discuss commonly used industry terminology	\$19 PLUS TAX
Dec 1, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Review and identify personal insurance options for entrepreneurs• Understand the importance of developing a relationship with your insurance provider	
Mar 2, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Have the opportunity to ask questions and hear from a insurance expert Workshop delivered by Rebecca King , Investors Group <i>Light refreshments provided.</i>	

COMMERCIAL INSURANCE

Jul 21, 2017 9:00 am – 12:00 pm	Identify the best insurance options to suit your business and enhance your long-term sustainability through this information session. Develop strategies to establish strong insurance practices and protect you and your business from potential liabilities. Commercial insurance expands to a wide variety of industry sectors and is an essential component of business start-up. You will learn how to:	IN PERSON or WEBINAR
Oct 20, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Build a relationship with your insurance provider	\$19 PLUS TAX
Jan 19, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Understand commonly used industry terminology• Select the best commercial insurance options for small businesses• Identify insurance options that suit your needs Workshop delivered by Mike Wilson , Gateway Insurance <i>Light refreshments provided.</i>	

E-COMMERCE

May 15, 2017 1:00 pm – 4:00 pm	This Workshop will give insight into the world of e-commerce through exploring, explaining and discussing the considerations for embarking on this form of selling and marketing. Learn to understand it as a medium, give a clearer picture of what is involved and what needs to be in place to implement it, and establish whether it is right for your particular business.	IN PERSON or WEBINAR
Aug 15, 2017 9:00 am – 12:00 pm	Any entrepreneur, established business owner, business manager, retailer, marketeer, or brand manager who has an interest in, or wants to understand more about, e-commerce; or wants to establish an online presence, would benefit from this workshop.	\$79 PLUS TAX
Nov 16, 2017 1:00 pm – 4:00 pm	Workshop delivered by Jakki Brierly-Shorrock , Fastrak Global Limited	
Feb 12, 2018 1:00 pm – 4:00 pm		

INTRO TO COMMERCIAL REAL ESTATE

TBA	Location, location, location! Are you looking for the right one, but need more information on how commercial real estate works? In this session we will cover choosing your ideal space, including expectations versus reality, the standard process of leasing, calculation of rents and ranges of standards, terms – including what landlords expect – the space plan rule, and potential landlord incentives.	IN PERSON or WEBINAR
	Workshop delivered by Ally Thibodeau , Avison Young (Maritimes) Inc	\$49 PLUS TAX

THINK EXPORT

Jul 13, 2017 1:00 pm – 4:00 pm	Learn what businesses need to know in order to become successful exporters. Research has shown that exporters are more profitable and stay in business longer than non-exporters. In this session, we will review the benefits of export and outline the supports available to assist companies. This is about arming you with knowledge that will lead to smart decisions. Participants will be able to:	IN PERSON or WEBINAR
Oct 10, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Explain how exports can help their company grow	\$49 PLUS TAX
Jan 11, 2018 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Describe export hurdles to be overcome• Demonstrate awareness of resources required to export successfully	

Workshop delivered by [Jessica McCall](#), Nova Scotia Business Inc

DOING BUSINESS WITH THE GOVERNMENT – TENDERS & CONTRACTS

May 12, 2017 9:00 am – 12:00 pm	Secure government contracts with confidence, and develop an understanding of the procurement process. Increase your competitive advantage with knowledge on expectations and procedures when bidding on government tenders. You will have the opportunity to meet with representatives from Public Works and Procurement Services Canada and be able to ask questions that pertain to your business. In this session, you will:	IN PERSON or WEBINAR
Aug 11, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Understand the fundamentals of securing government contracts	\$49 PLUS TAX
Nov 10, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Identify new business opportunities• Ask questions about the procurement process	

Workshop delivered by Cindy O'Driskill & Kim Murphy, [Public Services & Procurement Canada](#)

FROM BUSINESS PLAN TO STRATEGIC PLAN

May 8, 2017 9:00 am – 12:00 pm	When starting up your business, you created a comprehensive business plan. One year later your business is now fully operational. Congrats! During that first year, you likely ran to catch up and found yourself making decisions in the moment. This workshop will help you refocus your business by showing you how to map your strategic direction. When you have a strategic plan, you will feel more confident in your business decision-making and will be better positioned for success. In this workshop, you will:	IN PERSON or WEBINAR
Aug 8, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Review your business plan	\$99 PLUS TAX
Nov 6, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Assess your business at its current state - review your first year progress• Define your company's desired future state – vision, mission, values and strategic goals/objectives	
Feb 6, 2018 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Conduct a SWOT assessment – analyze your company's strengths and weaknesses, opportunities and threats• Develop a three-year strategic plan with a 12 month action plan to advance your business towards the future state• Leave with a draft version of all key elements of a strategic plan	

Workshop delivered by [Brenda Allen](#), Davis Pier

SUCCESSION PLANNING

Jun 5, 2017 1:00 pm – 4:00 pm	You've worked hard to build and run your business... now what? You've put blood, sweat and courage into your business, what can you expect when it's time to get out? When do you start planning?	IN PERSON or WEBINAR
Sep 11, 2017 1:00 pm – 4:00 pm	This workshop helps you understand assets versus shares, the different ways to exit a business, and to see your business from the eyes of a potential buyer. We will help you determine your roadmap to exit, whether or not your business would be suitable to sell. This workshop is for you if you:	\$69 PLUS TAX
Dec 4, 2017 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Are a business owner or you advise business owners• Work in a business that you think you may wish to buy	
Mar 12, 2018 1:00 pm – 4:00 pm	<ul style="list-style-type: none">• Want to learn about the process of selling a business• Want to increase your chances of being able to sell your business in the future• Need help understanding EBITDA, SDE, normalizing financial statements, as well as perspectives on cash-flow and your personal income• Want to know more about methods of valuing businesses• Need understanding of rates of return in the context of private companies• Want to be aware of common business selling scams	

Workshop delivered by [David Barnett](#), BBA, BFC, CMEA

NETWORKING & RELATIONSHIPS

CUSTOMER'S ALWAYS RIGHT – EFFECTIVELY ADDRESSING CUSTOMER CONCERNS

TBA	<p>You can't please everyone! Effectively addressing customer and client concerns is vital to long-term business success.</p> <p>Entrepreneurs who are able to effectively address business focused complaints mitigate customer migration and prevent future profit erosion. This workshop will examine the numerous types of complaints raised from quality to service, identify customer/client profiles, discuss costs associated with complaints and present an effective strategy to deal with allegations made.</p> <p>Workshop participants should take away the knowledge and skills which will enable them to quickly recognize valid from invalid concerns, deal with the concerns in a cost effective and timely manner, and be able to retain the concerned customer or client to do future business.</p> <p>Workshop delivered by Mike Horwich B.Sc., MPA, CPHI(c)</p>	IN PERSON or WEBINAR \$69 PLUS TAX
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DYNAMIC NETWORKING

Jun 21, 2017 1:00 pm – 4:00 pm	<p>Take your networking to the next level. Learn how to transform a single encounter into a professional working relationship. Through dynamic networking, you have the opportunity to secure clients, generate interest, source new products, and expand your professional network. Discover local networking opportunities, access B2B resources, recognize the value of networking, and connect with other entrepreneurs. You will:</p> <ul style="list-style-type: none">• Perfect your elevator pitch• Enhance your network skills with new tips and techniques• Review commonly made mistakes in networking environments• Practice your new skills in our mock-networking event! <p>Workshop delivered by Avai Kochanoff, Starboard Wealth Planners</p> <p><i>Light refreshments provided.</i></p>	IN PERSON only \$19 PLUS TAX
Sep 19, 2017 9:00 am – 12:00 pm		
Dec 20, 2017 1:00 pm – 4:00 pm		

BUILDING YOUR STRATEGIC NETWORK

May 9, 2017 9:00 am – 12:00 pm	<p>Gone are the days of transactional business. We know that people do business with people they have relationships with. That's why improving your network will improve your business. Examine who is in your network, who should be in your network, and develop the skills to get you started with networking effectively. It begins and ends with a focus on inter-professional relationships.</p> <p>You will be introduced to tools that will guide you through the process of identifying, developing, and nurturing relationships that improve your business success. In this workshop, you will:</p> <ul style="list-style-type: none">• Examine your current network• Define your ideal business contact• Identify relationships that are key to your success• Create action plans for advancing each of your key relationships• Learn about effective relationship building techniques <p>Workshop delivered by Brenda Allen, Davis Pier</p>	IN PERSON or WEBINAR \$49 PLUS TAX
Aug 16, 2017 1:00 pm – 4:00 pm		
Nov 13, 2017 9:00 am – 12:00 pm		
Feb 15, 2018 1:00 pm – 4:00 pm		

BIZ SUCCESS TIPS

Jun 9, 2017 9:00 am – 12:00 pm	<p>Hear from seasoned business owners as they share their experiences, tips, tricks and advice for start-ups. Be exposed to local entrepreneurs from a variety of sectors and have the chance to seek advice, avoid potential pitfalls, and learn how to identify and take advantage of valuable opportunities. Learn how to overcome failure, celebrate successes and network with fellow entrepreneurs. You will:</p> <ul style="list-style-type: none">• Discover local entrepreneurs within HRM• Expand your networks across a variety of sectors• Hear first-hand what it takes to thrive as a business owner• Explore strategies for business success• Get inspired through personal start-up stories <p>Workshop moderated by CEED Staff + 6 guest panelists</p> <p><i>Light refreshments provided.</i></p>	IN PERSON or WEBINAR \$10 PLUS TAX
Sep 8, 2017 9:00 am – 12:00 pm		
Dec 8, 2017 9:00 am – 12:00 pm		
Mar 9, 2018 9:00 am – 12:00 pm		

CONSULTING CIRCLE

Aug 18, 2017 9:00 am – 12:00 pm	Connect with industry experts through speed networking sessions. Focus on your specific business goals and questions, and gain consulting from several experts in one three hour session. This fun, fast-paced session will provide you with the opportunity to connect with resources in marketing, sales, financing, human resources, and more. You will:	IN PERSON only
Nov 17, 2017 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Perfect your elevator pitch	\$10 PLUS TAX
Feb 16, 2018 9:00 am – 12:00 pm	<ul style="list-style-type: none">• Connect with leading experts and industry professionals• Address issues and concerns through short consulting interactions• Expand and develop networks• Learn about available resources for business owners	

Workshop moderated by CEED Staff + 6 guest panelists

Light refreshments provided.

HUMAN RESOURCES MANAGEMENT

RECRUIT YOUR IDEAL EMPLOYEE

TBA	Are you looking for your perfect employee? Arm yourself with what you need to find strong candidates for your company, better assess applications, and get your new recruit off to a great start. In this session we will help you:	IN PERSON or WEBINAR
	<ul style="list-style-type: none">• Write strong job descriptions and find cost-effective places to post them• Efficiently screen job applicants prior to interviews• Conduct effective interviews and identify the best candidates• Understand your recruitment responsibilities in relation to the law• Develop a successful onboarding program	\$79 PLUS TAX

Workshop delivered by TBA

HOW TO MOTIVATE YOUR EMPLOYEES FOR SUCCESS

TBA	Your small business success depends on the team around you. When you combine the energy, knowledge and skills of a motivated group of people, then you can accomplish anything. But how do you motivate your team to achieve that success? This session will help you:	IN PERSON or WEBINAR
	<ul style="list-style-type: none">• Leverage your employees strengths to unlock their full potential• Set clear goals with your employees to enhance their performance• Give constructive feedback and use incentives effectively• Build a management style that leads your team to success	\$79 PLUS TAX

Workshop delivered by [Brenda Fair](#), Fairwinds Training & Development

PERFORMANCE MANAGEMENT

TBA	Performance management helps your organization achieve its goals while getting employees involved in the process of personal development. It is not just about rating employee performance. It focuses on aligning the workforce, improving employee performance, supporting employee development, and striving to meet or exceed business objectives.	IN PERSON or WEBINAR
	It ensures employees clearly know what they are expected to accomplish and how their work contributes to organizational goals. An effective Performance Management System helps cultivate the organization and improves specific competencies each employee and the company need. In this session we will:	\$99 PLUS TAX
	<ul style="list-style-type: none">• Learn effective Performance Management principles• Learn the Performance Management process• Understand progressive discipline and termination• Learn how to effectively recognize and reward employees• Strive to become an employer of choice	

Workshop delivered by TBA
