

New Six-Part Workshop Series-By Lou Davenport

The partnership of the Kutztown University Small Business Development Center (SBDC) and Eastern Pennsylvania SCORE "Counselors to America's Small Business" are offering a low cost, six part workshop series, combined with free personalized counseling, covering the basics of how to start a business, personal assessment and business planning, coupled with one-on-one free counseling.

The first two segments of this workshop series allows a client to see all the parts that need to come together to start a business and gives them a personal "readiness" assessment of their strengths and opportunities for improvement in running a business.

The second four part workshop series gives the new startup owner the chance to get to a "Go-No Go" decision on their business start-up idea and to develop the basics of a business plan that they can use for management purposes and to approach banks and investors for funds. Also, this series gives the existing business owner an opportunity to validate and see the financial impact of a new growth strategy and a business plan that will provide them with a direction for implementation.

All of this comes in a workshop series that uses the latest methods and models for "adult learning" including free software. The workshop series is presented and counseled by the most experienced counselors for small businesses in the nation.

Interactive and Facilitated Workshops are the best:

***"When you hear something, you will forget it.
When you see something, you will remember it.
But not until you do something, will you understand it."
- old Chinese proverb***

After completion of the last Business Planning workshop series, three clients approached me and said: "You know what made these workshops great!?" Intrigued, I said, "Please tell me." They responded, "The Homework!" (meaning the business plan development work they actually did in class, plus the specific assigned work between classes). I was stunned. Nobody had ever said that the work the clients did made the workshops. We must be doing something right.

Each workshop series is backed by SCORE and SBDC counselors that collectively have over 1,000 years of experience. Coupled with this experience is the fact that the Kutztown University SBDC is the noted

best SBDC for entrepreneurial services in the nation and Eastern Pennsylvania SCORE is the #1 seminar provider in the nation. All of this is provided at a minimum cost to cover material expense. The workshop resources and one-on-one counseling is provided free of charge.

It is rare that in this lifetime that you can get the "Best of the Best"---especially free. Take advantage of it

Key points of the six part workshop series:

- Provides what the client needs to consider in starting a business and a personal assessment of their strengths and weaknesses. Business plans (go-no-go decision on idea), 1st draft of business plan, and validation of growth strategy and business plan for execution
- Workshop with one-one-one group counseling and follow-on personalized free counseling
- Best methods known in carrying out this type of "adult learning model" workshop
- Provided by very experienced resources
- Provided by the best of the best
- Low cost workshops and free personalized counseling