The Institute’s 2018 Executive Business Education Program will focus on building small businesses to be more competitively engaged with corporations as business partners. The program will strengthen businesses core competencies, improve strategic agility, and build partnership impact with corporations.

Throughout the series we will focus on:

- Access to Capital
- Access to Marketing
- Access to Business Resources

Our goal is to offer meaningful business solutions to the participants and focus on ways to create value and enhance capacity while managing risk. Additionally, our Executive Business Education Program will support future supplier development and accelerate the development of business strategic capabilities and leadership behaviors.
LEADERSHIP
Develop Strategic Business Leadership Capabilities

GROWTH
Develop Business Growth Knowledge and Expansion Strategies

FINANCE
Strengthen Business Credit Capabilities

PARTICIPANTS LEARN WAYS TO CREATE VALUE AND ENHANCE CAPACITY FOR THEIR BUSINESS WHILE MANAGING RISK
**PROGRAM OUTCOMES**

THIS FAST-PACED, COMPREHENSIVE PROGRAM IS FOCUSED ON MOVING BUSINESS LEADERS AND THEIR BUSINESSES FORWARD

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<tbody>
<tr>
<td><strong>01</strong></td>
<td>Strengthen competitive profiles of program participants</td>
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<td><strong>02</strong></td>
<td>Strengthen program participants’ capacity to meet business financing needs in the next 24 months</td>
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<td><strong>03</strong></td>
<td>Strengthen program participants’ credit capabilities for growth</td>
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A FIVE SESSION BUSINESS EDUCATION PROGRAM

(4 hours per session includes case presentations and graduation celebration)

PART 01

FINANCE AND WEALTH CREATION

THURSDAY, OCT. 11TH
9:00 AM - 1:00 PM

- Access to Capital
- Capital Structure
- Private Wealth Management
- Financing Opportunities

PART 02

MARKETING AND SALES

THURSDAY, OCT. 18TH
9:00 AM - 1:00 PM

- The Art of WOO (Winning Others Over)
- Marketing and Public Relations
- Business Citizen Plan
- Value Proposition
LEADERSHIP

THURSDAY, OCT. 25TH
9:00 AM - 1:00 PM

- Business Essentials for Executives
- Leading and Managing People
- Leading Organizational Change
- Leading to Exit

STRATEGY

THURSDAY, NOV. 1ST
9:00 AM - 1:00 PM

- Business Strategy for Success
- Continuous Improvement
- Capacity Building
- Company Values

CASE PRESENTATION AND GRADUATION

THURSDAY, NOV. 8TH
9:00 AM - 1:00 PM

- Relevant case studies, interactive group discussions and simulations
- Deep dives into the application of concepts to business
- Applying relevant content to business imperatives
- Special speakers provide insights into business executives’ areas of interest
Contemporary architecture and functional luxury make NOAH’S the ideal place for professional meetings, conferences, and every kind of corporate events.

- Located in a quiet and exclusive neighborhood in Morrisville, North Carolina
- 6 quick minutes from the airport
- Situated against the backdrop of lush North Carolinian foliage and greenery
- Exquisite restaurant options 20 minutes away in downtown Raleigh

With its gorgeous ballrooms, panoramic views, and luxurious wood and granite details, NOAH’S of Morrisville is undoubtedly one of the best places for all of life’s events and special occasions.

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UNPARALLELED CUSTOMER SERVICE.

A VERSATILE AND BEAUTIFUL VENUE FOR YOUR EVENT.

NOAH’S Traditional Venues are famous for being beautiful, sophisticated, and professional. Each NOAH’S Traditional building has elegant, nuanced architecture, and is the perfect amount of space to accommodate events of every shape and style.

With over 10 years of experience, NOAH’S has earned a reputation for being the authority in the event industry for a reason.
Over the past 30 years, the Institute of Minority Economic Development has provided business technical assistance through our supportive services programs which enhance supplier business development.

Our programs include:
- Women's Business Center of NC (Raleigh)
- Women's Business Center of Charlotte
- Minority Executive Education Institute (MEEI)
- Small Business Transportation Resource Center (NC, VA, KY, WV and DC).

The Institute's Women's Business Center of North Carolina (WBC) empowers women by offering tools and support to establish their businesses, stabilize their companies, generate sustainable profits, strategize for future growth and contribute to the growth and economic development of the community.

Our small business experts offer:
- Customized, 1-on-1 business counseling.
- Seminars and classes.
- Review and feedback on written business plans.
- Loan package preparation assistance and lender referrals.
- Certification assistance and review.
- Networking opportunities.

The Institute's Women's Business Center of North Carolina (WBC) empowers women by offering tools and support to establish their businesses, stabilize their companies, generate sustainable profits, strategize for future growth and contribute to the growth and economic development of the community.

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- Customized, 1-on-1 business counseling.
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- Loan package preparation assistance and lender referrals.
- Certification assistance and review.
- Networking opportunities.

TheInstituteNC.org/programs/womens-business-center-of-north-carolina/

The Women’s Business Center of North Carolina is funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made at least 2 weeks in advance.

Contact Natasha Wayne at the Institute at nwayne@theinstitutenc.org for assistance.
North Carolina has **883,107** small to mid-sized businesses. Of these, only **163,606** have employees other than the owner and immediate family members.

Small businesses account for **97.9%** of all businesses in North Carolina and employ **1.6 million** people.

Small businesses contribute roughly **45%** of total business employment and nearly half of North Carolina’s gross state product.

"OUR SMALL BUSINESSES ARE MAJOR CONTRIBUTORS TO OUR STATE’S AND THE NATION’S ECONOMY"

**FARAD ALI, President and Chief Executive Officer**

The Institute