

The National Minority Business Council, Inc. (NMBC)

A Membership Organization of Minority/Women and Veteran Business Owners
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Cordially invites you to participate in the

NMBC - Berkeley College (NYC Campus) 6th Annual Executive Management Certificate Program

November 8th, 13th, 15th, & 20th 2018

From 10:00 AM – 3:00 PM

***Includes continental breakfast, coaching, business
breakthrough sessions and lunch***

For registration contact the NMBC at:

info@nmbc.org

***Course content is leadership focused for next level growth and
revenue generation***

**John F. Robinson
President & CEO, NMBC Inc.**

Early Bird Registration
For the 6th Annual NMBC – Berkeley College
Executive Management Certificate Program
(covers the cost of course handout, materials, etc.)

Current NMBC Members

\$375

Non – NMBC Members

\$425

Topics covered in the NMBC – Berkeley College
Executive Management Certificate Program

Executive Leadership

Executive Financial Management

Global Marketing

Management and Sales

Procurement and Strategic Supplier Partnerships

Schedule for the Executive Management Program				
	<u>Session #1</u> November 8 Tuesday	<u>Session #2</u> November 13 Thursday	<u>Session #3</u> November 15 Tuesday	<u>Session #4</u> November 20 Thursday
9:00 AM	<i>Sign in Leadership Coaching Continental Breakfast</i>	<i>Sign in Leadership Coaching Continental Breakfast</i>	<i>Sign in Leadership Coaching Continental Breakfast</i>	<i>Sign in Leadership Coaching Continental Breakfast</i>
9:15 AM				
9:30 AM				
9:45 AM				
10:00 AM	Topic Executive Leadership <i>Information on how to build the business, acquire human resources and effectively lead teams</i>	Topic Executive Financial Management <i>Introduction to techniques for working with accounting support</i>	Topic Global Marketing, Management and Sales <i>Overview of opportunities to introduce products and services to global markets</i>	Topic Procurement and Strategic Supplier Partnerships <i>Information on securing contracts</i>
10:15 AM				
10:30 AM				
10:45 AM				
11:00 AM				
11:15 AM				
11:30 AM				
11:45 AM				
12:00 PM				
12:15 PM				
12:30 PM	LUNCH	LUNCH	LUNCH	LUNCH
12:45 PM				
1:00 PM	Part 2 Executive Leadership <i>Succession Planning options and necessities will be covered</i>	Part 2 Executive Financial Management <i>Financial management for capacity building, growth and profitability will be key workshop objectives</i>	Topic Utilization of Social Media <i>Using social media to grow your business by increasing your company's exposure to potential new customers</i>	Part 2 Procurement & SSPs <i>Contract pricing, procurement agreement types, securing human resources & performance strategies will be discussed</i>
1:15 PM				
1:30 PM				
1:45 PM				
2:00 PM				
2:15 PM				
2:30 PM				
2:45 PM				
3:00 PM				
3:15 PM				
3:30 PM				
3:45 PM				GRADUATION and PRESENTATION of CERTIFICATES
4:00 PM				
4:15 PM				
4:30 PM				
4:45 PM				
5:00 PM				

This is a five-session executive management course designed specifically for existing business owners who are:

- Seeking strategic business insights for running a global business operation.
- Seeking to obtain sizable procurement contracts with corporate, government and/ or institutional buyers.
- Seeking to maximize profits through, financial analysis, improved financial controls, cost adjustments and operational improvements.
- Seeking to increase business profitability through boosting sales and new product development.
- Seeking to grow your business through mergers, strategic alliances, or acquisitions.

Session 1 - Executive Leadership – this topic's presentations will feature information on how to build the business, acquire human resources and effectively lead teams. This session offers participants valuable tools, insights and techniques necessary for dynamic business leadership, strategic project management, generating marketing and sales opportunities and operational consistencies. Succession Planning options and necessities will be covered. Participants will learn what it takes to acquire the necessary resources and capacity needed to set and achieve goals for scaling up profitably while including succession plans for the business. (secession planning)

Session 2- Executive Financial Management – the presentations for this topic will cover strategic insights on how business owners and managers can use financial statements to further analyze business activity and ultimately promote growth. Introduction to techniques for working with accounting support, using financial management tools, financial statement analysis, ratios and business applications. Financial management for capacity building, growth and profitability will be key workshop objectives.

Session 3- Global Marketing, Management and Sales – The information covered in this workshop will provide an overview of opportunities to introduce products and services to global markets. Research techniques to determine feasibility and market demand for entering into specific markets globally. Working with foreign governments and ethics for corporate small businesses will be discussed.

Session 4 – Procurement and Strategic Supplier Partnerships – This session will present information on securing contracts. Contract pricing, procurement agreement types, securing human resources and performance strategies will be discussed. This session will also cover concepts in project management for working within scheduling budgetary constraints. Participants will learn techniques for establishing and achieving quality standards in production, logistics and marketing to meet contractual agreements.

Session 5- Utilization of Social Media – Learning how to implement social media such as LinkedIn, Facebook, Twitter, Instagram, email campaigns to grow your business by increasing your company's exposure to potential new customers both short term and long term. Review of course participant's website. Participants will work on a LinkedIn professional profile.

Presentation of Certificate of Completion of the 6th Annual EMP Program.

Course Format

Suggested session time for workshops is a total of 5 hours. Each of the five sessions will consist of two morning hours, a 1-hour lunch break and 2 hours of workshop continuation during the afternoons.

Suggested timelines per session would be 10:00 am until 12:00, followed by lunchtime. After lunchtime part two of each session will resume.

Morning – 2 Hour Training Sessions consist of any combination of training techniques using lectures, presentations, demonstrations and or Questions and Answers. Each session introduces Part I of the designated topic.

Lunchtime – 1 Hour – Food brought in at 12 noon– Lunchtime ends at 1:00 pm.

Afternoon – Participants resume training after lunch. Participants are segmented into groups of three or four persons per group. A case problem is presented as Part II of the session's topic. Participants work on the case problem in groups and present answers or work practices to the class. The instructors work with each group to assist with accomplishing the workshop goals.

Performance Expectations Participants may be invited to attend a pre workshop information & networking session that would support recruiting and screening.

During the training facilitators will deliver four quadrants of business skills building through interactive challenges, problem solving, and case studies performance tasks.

Course Materials & Tools

This workshop series features lunch, training materials, case studies and experiential hands-on exercises. Referral of follow up consultation appointments with financial, legal marketing, and information technology professionals are included as part of this business growth incentive package. Consultations are to be made with respective business professionals at the completion of the course.

1. Note Pads
2. Financial Worksheets
3. Business Assessments
4. Case Study Problems
5. Experiential Exercises
6. Phase to Phase Self Assessments
7. Post Session Evaluations
8. Follow-up Consultation Sessions

Who Should Attend

- Existing Business Owners
- Entrepreneurs who have been in business for 2 -10 years (or more) and are stagnant in sales, production, operational capacity and growth.
- Business owners who have a need for funding as a means for growth.
- Business owners who are looking to scale revenues by entering new markets.
- New Ventures seeking to plan for profitability from a higher level of business management and leadership.
- For business owners who want to pursue succession planning to sell or pass on their businesses to the next generation (sons, daughters, competitors, etc)

What Participants Will Gain

Participants Will Gain From:

- Five amazing, in-depth workshop sessions, presented by experienced business facilitators who deliver insightful information, hands- on skills and useful business application.
- Insights on maximizing business resources for procurement opportunities, managing logistics, for management improvement.
- Understanding how to analyze and plan for business growth using financial ratios.
- Understanding how to utilize financial statements to meet cash flow demands.
- Ability to identify opportunities, risks and challenges and analyze the impact it may have on doing business globally

Workshop Session Participants will:

1. Become ever capable of making executive management decisions in areas of business leadership, financial analysis, strategic management, and managing projects.
2. Benefit from the executive level management strategies learned to improve their management knowledge in finance marketing and sales, logistics and supply chain production, quality management, procurement pricing, scheduling for projects and running the day-to-day operations.
3. Learn how to improve their company's management systems, building capacity through process, to ultimately deliver services and /or production on a larger scale.