



IN SUPPORT OF THE  
SMALL BUSINESS  
COMMUNITY IN  
SOUTHERN MARYLAND,  
THE SBDC AT CSM  
IS EXCITED TO OFFER:

### The Franklin Entrepreneurial Series

*This new series is designed for the business owner that is ready to grow.*

*There are many excellent reasons to pursue business growth. With business expansion comes increased revenue, wider brand recognition, and increased relevance in the industry. Most businesses, however, start small and stay there. If that's not good enough for you—or if you recognize that staying small doesn't necessarily guarantee your business's survival the Franklin Entrepreneurial Series is for you.*

*With a documented business strategy, you'll be in a better position to avoid the risks of business growth and, instead, amplify the rewards. Turning a small business into a big one is never easy. By documenting your growth strategy, you can minimize these risks. Some common growth strategies in business include market expansion, product expansion, diversification and talent acquisition. We will explore each of these with you and help you develop the skills and mindset needed to grow your company with a strategy that is constant at its core, and flexible in its adaptation to changing markets and competitive responses. Come GROW with us.*

*Choose SBC-6110 - Strategic Business Management and get all three of the Franklin Entrepreneurial Series classes within six weeks (January 24 – February 21) for one low price. Tuition: \$13 | Fees: \$135*

*Or choose any of these three separately:*

*- SBC-6640 - Developing Your Business Mindset*

*- SBC-6650 - Presenting Your Business Value*

*- SBC-6670 - Obtaining and Retaining Talent*

*Tuition: \$13 | Fees: \$67 (for each course)*

### Franklin Entrepreneurial Series - Strategic Business Management

The steps to growing your own business has many moving parts. Understand the key ingredients that make a successful business. Identify the qualitative and quantitative factors in presenting your business value to your key target audiences and develop an action plan for success. Learn six key strategies for finding, keeping and developing the right talent. Develop your company's brand identity and key negotiating tips for presenting your business to others. Learn what it takes to develop a strategic

business mindset and walk away knowing how to take your business to the next level.

**SBC-6110** tuition: \$13 / fees: \$135

**149039** W 8:30AM – 12PM  
Jan 24 – Feb 21 CE120-LAPL

### Franklin Entrepreneurial Series - Developing Your Business Mindset

Growing your own business has many moving parts and the most important part is you, the business owner. Develop an aspiring brand identity that enables you to grow and flourish. Learn how the buying and selling process must work together; and identify the skills and competencies it takes to effectively execute the selling process. Walk away knowing what you have to do to get your business to the next level.

**SBC-6640** tuition: \$13 / fees: \$67

**149032** W 8:30AM – 12PM  
Jan 24 CE108-LAPL

### Franklin Entrepreneurial Series - Presenting Your Business Value

Want to grow your business? Identify the qualitative and quantitative factors in presenting your business value to others. Develop a persuasive, logical and engaging message for investors, buyers, lenders and customers. Create a compelling presentation to share your business value proposition, while negotiating like a veteran business owner.

**SBC-6650** tuition: \$13 / fees: \$67

**149033** W 8:30AM – 12PM  
Feb 7 CE118-LAPL

### Franklin Entrepreneurial Series - Obtaining and Retaining Talent

Interested in hiring staff and/or retaining your current staff? Understand the importance of good talent and engagement for your business. Develop a customized business value proposition and a list of competencies, skills and experiences your small business needs to grow. Explore how to write great job descriptions while learning six strategies for finding, keeping and developing the right talent. Walk away knowing what you have to do to be an employer of choice in your community.

**SBC-6670** tuition: \$13 / fees: \$67

**149031** W 8:30AM – 12PM  
Feb 21 CE118-LAPL