

## **RELEVANT TRAININGS TO GROW YOUR BUSINESS**

Putting a business together is not an easy task, especially in the beginning. In order for your business to grow, you need to invest in training. By seeking out a variety of training programs, including those mentioned below, you can improve your knowledge and skills. In turn, this will increase the chances for your small business to be successful.

### **1. Leadership Training: Soft Skills Development**

Soft skills include emotional intelligence, conflict resolution, ethics, team management, and communication. This kind of training empowers business owners to distinguish themselves as a leader instead of a manager. You will learn the necessary **leadership** skills to gain the trust of your employees and foster positive professional relationships.

### **2. Financial Management Training**

Financial management can be complex, and many business leaders shy away from the “paperwork” side of the business – hiring someone to take care of these things for them. Effective business management is equal parts execution (performing the actual work) and paperwork - preparing the documents that serve as business health indicators, those that ensure you get paid, and those that keep you safe in the event of an audit or inspection. Being disconnected from the paperwork side of your business can cause you to be blind to certain issues you may have otherwise noticed, had you been brave enough to learn. You don’t need to have an accounting degree; there are financial management training programs that can equip small business owners to manage the paperwork side of their business.

### **3. Customer Service Training**

Customer service will be highly influential in the success of your business. Never underestimate the power of simple word of mouth. If someone has a good customer service experience, they may tell their friends; if someone has a poor customer service experience, they will *definitely* tell their friends. Customer service is directly related to profitability.

### **4. Compliance Training**

Compliance training will teach you how to build a legally compliant business, ensuring you are in line with all local, state, and federal requirements and regulations.

## **5. Marketing Training**

Marketing matters now more than ever. This will provide valuable insights on how to effectively promote your products and services. You will learn the latest trends in the industry to successfully get your message across your target market, helping you discover ways to make your business stand out among your competitors.

### **Small Business University**

The Office of Diversity in Business Practices at the School District of Palm Beach County, in partnership with Kaufman Lynn Construction and Palm Beach State College, is proud to announce the seventh annual Small Business University. This eight-week learning series is provided at no cost. Participants will gain knowledge in essential business areas, including interpersonal and business communication skills, legal terminology and document comprehension, and critical financial management. Additionally, supplementary courses will focus on refining marketing and procurement skills using AI, improving project management expertise for goods, services, and construction projects, and concluding with business decision-making strategies. The courses will be held online, with some also in person, every Thursday at Palm Beach State College starting May 2, 2024, through June 20, 2024. Please join us and learn how to grow your business!