

## New Program Future Proof Your Business Series 2021

Covid19 has brought home a hard truth: small businesses will only be truly viable if they plan for future growth AND for a future crisis. The Future Proof your Business Series is designed to help businesses plan for a sustainable and viable future even in the toughest of times.

This program encourages business owners to let go of old beliefs and begin their transformation. They will gain a new appreciation for the real shocks that businesses suffer and the role of leaders in times of crisis; the opportunities technology offers for business continuity and the concurrent need for cybersecurity protocols. Understand the need for and ways to maintain a sound financial basis for the business, build a flexible and effective sales model and incorporate efficient means of marketing and communicating their message.

Whatever fate can throw at us, this program will give business owners the tools they need to survive the tough moments and continue to grow. Businesses can attend all live sessions and registered clients of the Business Development Center at College of DuPage will have access to consultants in one-on-one virtual settings to develop their customized action steps.

## All Sessions delivered in a Virtual Environment

### Risk Assessment

#### ***Murphy's Law: What Could Possibly Go Wrong***

Disaster Preparedness is the focus of this session. Led by professionals from Homeland Security Training Institute at College of DuPage.

Registration required

<https://ilsbdc.ecenterdirect.com/events/33737>

### Human Resources

#### ***Dealing with a Changing Workplace Environment***

Focus is on the topics that need to be addressed in your workplace and with employees as a result of Covid19 and its aftermath, along with building emergency action plans for disaster planning.

Registration required

<https://ilsbdc.ecenterdirect.com/events/33749>

### Financial Sustainability

#### ***When Murphy Meets Financials***

Having a solid base of good financial information is critical to business success. Focus is on ensuring your business always has accurate financial records in place to take your business to the next level and survive the unexpected.

Registration required

<https://ilsbdc.ecenterdirect.com/events/33739>

### Management and Leadership

#### ***Leadership Now and in Crisis Situations***

This session will focus on the critical role a leader plays in any business and how that role changes to respond to critical situations.

Registration required

<https://ilsbdc.ecenterdirect.com/events/33743>

## Technology and Operations

### ***Making Technology your Business Partner Parts 1 & 2***

This two part seminar is conducted over two weeks. Focus is on building a robust technology plan that will enable your business to continue uninterrupted no matter the shocks it has to deal with. Understanding the scope of technology in business and how you can use it effectively to ensure business continuity despite environmental, man-made or internal influences. Attendees should register for both sessions.

Registration required

<https://ilsbdc.ecenterdirect.com/events/33747>

## Cybersecurity

### ***Cybersecurity & Incident Response***

Learn how to create a plan that minimizes the impact of an attack on the business and insulate the business against unforeseen events.

Registration required

<https://ilsbdc.ecenterdirect.com/events/33752>

## Marketing & Communication

Focus is on the use of the wide range of marketing and communication tools that can be used to support business transition enabling the business to maintain “business as usual” as it grows or is forced to work through any unforeseen events.

Registration required

<https://ilsbdc.ecenterdirect.com/events/33756>

## Sales Must Go On

Looks at how you build solid sales models that will adapt to changing business environments. Focus is on the skills and knowledge you need to build a sales and lead generation plan to grow your business no matter what.

Registration required

<https://ilsbdc.ecenterdirect.com/events/33761>

### ***Wrap-up Session Risk Assessment and Action Plan***

Registration required

**Check our calendar and register for webinars from your eCenter account.**

<https://ilsbdc.ecenterdirect.com/events?>

EMAIL US

[bdc@cod.edu](mailto:bdc@cod.edu)

FIND US

**535 Duane Street**

**Glen Ellyn, IL 60137**

*All service delivered in a virtual environment*

*Titles and content subject to change. Always check our calendar for the most updated workshop information.*