



# ACADIA

## ENTREPRENEURSHIP CENTRE

**The Acadia Entrepreneurship Centre  
Entrepreneurship Certificate Community of Practice**

### **Acadia Entrepreneurship Centre Workshop Schedule**

**June 2022**

**All Workshops are FREE!**

**9 a.m - 12 p.m.**

**Wednesday/Thursday mornings**

**Online via Zoom**

**For more information or to register, contact:**

Elizabeth Crossland

902-543-1067

[Elizabeth.Crossland@Acadiau.ca](mailto:Elizabeth.Crossland@Acadiau.ca)

**[E-Cert #19 Measuring Success with Joel Stoddart \(June 1st, 2022\)](#)**

During this workshop we will think about, discuss, apply, and practice: When and what to measure

- Uses and misuses of data
- The one metric that matters

**[E-Cert #20 Managing in Growth with Sarah Allen \(June 8th, 2022\)](#)**

During this workshop we will think about, discuss, apply, and practice:

- Delegation and specialization
- Blind spots in hiring and what to do about them
- Human resources and growth
- Supplier and contract management

**E-Cert #21 Managing Employee Performance with Sarah Allen(June 15th, 2022)**

We will think about, discuss, apply, and practice

- Managing vs Coaching
- Conducting performance evaluations and giving feedback
- How to measure employee performance

**Difficult Conversation Training with Bernice Williams & Fay Patey**

**(June 22nd, 2022)**

Do you want to communicate more effectively to customers, clients, and peers?

During this workshop we will think about, discuss, apply, and practice:

- Identifying types of difficult conversations / customers
- Strategies for difficult conversations
- Phrases to use during difficult conversations

**Nova Scotia Works Information & Q & A with Heather Clarkson & Jim Key**

**(June 29th, 2022)**

In this workshop we will:

- Review services offered by Nova Scotia Works
- Talk about funding programs and a little bit about eligibility (remember everyone is different and sometimes these talks have to be 1-1 to determine eligibility)
- Discuss the partnership between Nova Scotia Works and Acadia Entrepreneurship Center before, during and after the Self Employment Benefits Program
- Review some scenarios of how we have worked with other job seekers or entrepreneurs
- Leave time for questions and answers to help you with your next steps in your career journey

# **Entrepreneurship Certificate Community of Practice**

**Specialized training designed for new & established entrepreneurs.**

**Passion for your business drives you, but funders want to see 'skin in the game'. Investing in your knowledge of how to run a business is as important as investing your money. Maybe more.**

**We developed the Entrepreneurial Certificate Community of Practice Program to give you a complete package of skills, tools and knowledge that will reap benefits for years to come.**

**23 Workshops across 6 key business skill sets and Lifecycle Perspectives, including:**

- **Startup**
- **Growth**
- **Innovation**
- **Succession**
- **Ownership & Management**
- **Sales & Marketing**
- **Operations & Measurement**
- **Technology & Tools**

**Commitment to the program is not required. All workshops can be taken as independent training.**

**Entrepreneurs make informed decisions that seem risky to others. If you are the person in your organization who's always rocking the boat and coming up with new ways to change how to do things, you are probably an entrepreneur. This training can help you channel that energy and get the best outcomes for your work.**

## **WHAT'S IN IT FOR YOU IF YOU DO OWN A BUSINESS?**

**Investing in your knowledge of how to run a business is as important as investing your money. Maybe more. The Entrepreneurship Certificate curriculum gives you a complete package of skills, tools, and knowledge that will reap benefits for years to come.**

### **HERE'S WHAT YOU GET:**

- **A skilled facilitator with business and training experience**
- **A review of the most relevant current business approaches**

- **Many opportunities to discuss, learn, reflect, and share ideas with peers**
- **Practical, hands-on practice**
- **Tools you can use right away**
- **An action plan**
- **Experience and inspiration to take the next step**
- **New social and business contacts**
- **An advantage in the market compared to your competition, both in finding funding or investment, and in the viability of your business.**



## Have you ever thought of Starting Your Own Business?

*You may be eligible for the Self Employment Program*

*A 40-week program funded by Employment Nova Scotia to provide aspiring entrepreneurs with income and entrepreneurial support as they develop and execute their business plans. If you are interested in starting your own business, and are Employment Insurance (EI) eligible, you may qualify for the Self Employment Program.*

**The Self Employment Program includes:**

- **one-on-one business counseling via In-Person, Phone or Zoom**
- **assistance researching and writing a business plan**
- **post start-up assistance and mentoring**
- **training and networking opportunities**

Interested in learning more, register for one of our Orientation Sessions:

### **Lunenburg County**

Contact: Donna Fancey  
Business Counsellor  
902-530-5141  
donna.fancey@acadiau.ca

### **Queens County**

Contact: Elizabeth Crossland  
Business Counsellor  
902-543-1067  
elizabeth.crossland@acadiau.ca

**Acadia Entrepreneurship Centre**  
821 King Street, Unit 2, Bridgewater, NS  
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