



ACADIA

ENTREPRENEURSHIP CENTRE

The Acadia Entrepreneurship Centre Entrepreneurship Certificate Community of Practice

**Welcome to January 2022
Acadia Entrepreneurship Centre
Workshop Schedule
All Workshops are FREE!
9 a.m - 12 p.m.
Wednesday/Thursday mornings
Online via Zoom**

To Register Contact:

**Elizabeth Crossland
Phone: 902-543-1067
Email: Elizabeth.Crossland@Acadiau.ca**

E-Cert #2 Goal Setting (January 5th, 2022)

We will think about, discuss, apply, and practice

- What does the next 30, 60, 90 days look like for your business? Check in from Sept. 2021 Workshop
- Having an accountability partner
- Reminder that you have to work ON your business and not just IN your business

E-Cert #10 Selling (January 12th, 2022)

What you will learn:

- The myth of the hard sell;
- Transactional vs consultative selling;
- When to pitch vs the question;
- What to do when they say no or maybe;
- Closing the sale vs opening the relationship

[E-Cert 21 Managing Employee Performance \(January 19th, 2022\)](#)

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

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

[Canada Revenue Agency \(Thursday, January 20th, 2022\)](#)

This presentation by officers of the Canada Revenue Agency (CRA),

- explains common errors in small business tax claims:
- motor vehicle expenses,
- use of home office,
- utilities expenses,
- meals & entertainment,
- Capital Cost Allowance (CCA):
- claiming GST/HST
- an overview of revenues/expenses
- tips for keeping proper books and records
- demonstration of online tools and resources offered through the CRA

[E-Cert #11 Business Model Canvas \(January 26th, 2022\)](#)

We will think about, discuss, apply, and practice

- Who's using it and why?
- The nine parts of the Business Model Canvas
- How can it help with the challenges of small business development?
- Beyond start-up - the Pivot
- Your next steps and plan for action

[CLICK HERE FOR OUR COMPLETE TRAINING CALENDAR](#)

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

[CLICK HERE FOR OUR COMPLETE TRAINING CALENDAR](#)