

The **CORE** Program

Helping Entrepreneurs Unlock New Opportunities for Growth.

What does it take to get ahead in business? For many entrepreneurs, it starts with the assets and attributes they already have: talent, ingenuity, ambition and hard work. But once you've built the foundation of a successful business, how can you position yourself for an even brighter future? The **Center for Entrepreneurial Leadership Core Program** empowers you to overcome business challenges, create new opportunities and develop meaningful connections within the business community.

THIS PEER-BASED, MENTOR-DRIVEN PROGRAM IS DESIGNED TO:

- Elevate the talents and operating abilities of practicing entrepreneurs.
- Introduce you to new methods to facilitate business growth.
- Help you understand the issues that influence business decisions.
- Enable you to manage your enterprise more holistically.
- Sharpen your strategic vision for the future of your business.

WHO SHOULD ATTEND?

Business owners or strategic decision makers of established companies.

WHERE & WHEN?

Participants meet once a week over 6 months for a hybrid of in-person and virtual programming, with classes held at the St. Lawrence County IDA, 19 Commerce Lane, Canton. Since participation by everyone helps everyone succeed, applicants must be committed to being active participants – attending the majority of sessions and presenting their Clinic.



*This is the perfect program for local businesspeople – to take a few hours each week to work **on** their business, rather than **in** their business. The topics covered in this class, the clinics and the people will absolutely help. First, it will teach you a lot; and second, you'll find out you're not alone.*

Ben Burds
GM Operations, Kunoco Inc.

Visit Canton.edu/CEL to learn more and to apply.

The **CORE** Program

Helping Entrepreneurs Unlock New Opportunities for Growth.

The Core Program will advance your understanding of entrepreneurship and support your business ventures and initiatives through four interactive methods:

①
Relevant
Workshops

②
Mentoring
Teams

③
Collaborative
Clinics

④
Network of
Support

THE FOUR KEY METHODS TO THE CORE PROGRAM'S SUCCESS

1 CORE COMPETENCIES WORKSHOPS

The Core Competencies workshops address the unique needs, challenges, opportunities, and interests of participating entrepreneurs. Expert presenters bring a wealth of experience on a range of topics, which may include:

- Finance and cash management
- Succession planning
- Employee recruitment and retention
- Creative problem solving
- Strategic vision
- Marketing and public relations
- Brand strategy development
- Work / life balance
- Human resource concepts
- Time-management techniques
- Leadership and leading
- Fear and risk management

2 YOUR MENTORING TEAM

Each participant is partnered with a mentoring team of successful entrepreneurs who are attuned to the issues that influence your business decisions. Your mentoring team will guide, advise, and support you throughout the program to help you achieve your specific objectives.

3 COLLABORATIVE CLINICS

Working together, you and your mentor team will identify a select set of issues that challenge your organization's growth. You will be the focus for an entire evening as you present your business and its challenges for collective review by the class. Afterward, your mentor team and classmates will ask clarifying questions and offer observations and recommendations on solutions, opportunities, pitfalls, and growth plans.

4 PEER SUPPORT

The Core program experience is engaging and interactive. You will learn from a diverse group of like-minded businesspeople with noncompeting interests. In clinic sessions, your classmates will serve as a sounding board, helping you clarify your issues, focus on clear objectives, solve problems, and think strategically. Participation in the Core Program creates countless opportunities for entrepreneurs to help each other succeed.

ST. LAWRENCE COUNTY

Center for
Entrepreneurial
Leadership

TAP* Your Potential

Visit Canton.edu/CEL to learn more and to apply.

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Center for Entrepreneurial Leadership
School of Management

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