

Calendar of Events

October 19, 2021
- November 23, 2021

Marco Creativo
Via Zoom
06:00 PM - 08:00 PM MST

Costo de \$60.00 Use Código de promoción COVID para acceso GRATIS y compromiso de asistir a las 6 sesiones.

En el transcurso de este programa de 6 semanas, los participantes participarán en una combinación de presentaciones dirigidas por zoom del personal de IWBC, llamadas de zoom semanales uno a uno. Vamos a facilitar las discusiones punto a punto virtualmente, todo diseñado para ayudar a mejorar sus procesos de negocio, superar los desafíos, y establecer una base sólida para el crecimiento y la sostenibilidad.

Este es un GRAN ajuste para cualquier persona que está en las primeras etapas de los negocios. Usted saldrá con un plan de negocios, una fuerte resolución en su estrategia a largo plazo, orientación sobre los tipos de entidades/marco legal, y tendrá un plan de marca/marketing más afinado.

La clase incluye herramientas de software y tecnología para un éxito óptimo.

Esta sesión de cohortes comienza el martes 19 de octubre al 23 de noviembre, de 6:00pm a las 8:00pm MST.

La inscripción es obligatoria y debe completarse en línea antes de las 12pm/mediodía del día hábil anterior a la fecha del evento.

December 29, 2020
- February 28, 2021

Product Ideas and R&D Launch Point
Idaho Women's Business Center - On-Demand Library

So, you have an idea or invention that requires the buildup of technical hardware or a tangible item to bring it to life. Often times, people skip a slew of necessary steps in the process and think they need to jump right to building a prototype. And, there is also a dangerous path of thinking your idea is original or viable without doing proper market research and honing in on some actual proof of concept.

Listen in on this interview with Co-founder and CEO of SGW Designworks, LLC, Ryan Gray, as he delivers the answers to many of the most common questions around product development. We hope you find encouragement to "just start building it!" Whatever your idea is, look around you and pull together items around the house to create a frame for your idea to determine if you can keep pushing it forward and get the buy in from people in your world to see if there's a market for your idea.

Don't be alarmed, but did you know that 95% of all products launched FAIL? Learn more to understand why that happens and how to best avoid becoming part of that staggering statistic.

If you have an idea that you do NOT want to manage in the long run, you may want to consider licensing your idea. Learn more at InventRight.com.

Huge thank you to Ryan Gray. Learn more about SGW Designworks, LLC and check out some of their outstanding project deliverables at www.sgwdesignworks.com

February 2, 2021
- March 31, 2021

IWBC Small Business Resilience
Idaho Women's Business Center- On-Demand Library
events@idahowomen.org

The Idaho Women's Business Center is delighted to present our Small Business Resilience Program (COVID-19) training. A NO-COST, self-paced business education course to support small businesses as you build a strong business strategy and navigate crisis.

These modules cover ALL pillars of business including:

*Financial Preparedness
Transmission of Diseases & Workplace Safety
Supply Chain Management
Telework & Remote Customer Experience
Risk & Mitigation of Cyber Threats
Good Business Practices, Leadership Essentials, and How that Applies to the Economy
plus MORE!*

Dream Engineering
On-Demand

Due to current events and support from our partners, we would like to offer all our classes FREE of charge.

Please enter the promo code, "COVID" in order to access our class.

This on-demand workshop is your first step to plugging into our vast library of resources and is suggested in order to register for the 6 week, Creative Framework. This class prepares you to enroll in the Creative Framework 6 week cohort.

Learning Objectives for Dream Engineering

Dream Engineering will go over what Creative Framework will cover. As part of this first session, you will be asked to explain why you are taking the course, what you hope to learn, and what type of business you want to start.

The second part of Dream Engineering covers the key elements to starting and running a business. These include:

- Who is your ideal customer?*
- What traits best describe your potential customers?*
- What is the best way to reach your potential customers?*
- What are your starting costs and other starting needs?*
- What are your estimated sales?*
- What does it cost you to make your product?*
- What does it cost to sell your product or service?*
- What expenses do you have to pay, whether you make a sale or not?*
- What is your break-even point and how do you reach that point?*
- How do you build the best team of managers to run the business?*
- How will you be paid as the owner; when will you be paid?*
- What are the costs to create a website for your business?*
- What is the difference between cash and profits?*
- Will you need a loan to start your business; what kind of financing will best fit your needs?*
- If you need a business plan for a loan, what information do you need to include?*
- What are the different ways you can present your business plan?*

February 26, 2021

Marketing Photography & Videos 101

Via Zoom

02:00 PM - 03:00 PM MST

Join us every month as we dive into the world of marketing and advertising your business.

These lessons will cover a wide range of information including branding, advertising strategies, social media, content creation that sells, and so much more!

This session is all about the tools needed for capturing photos and video for your business, along with an overview of how to tie these images to your brand messaging.

-Product Photography 101

-Marketing Videos 101

-What to do with your photos and videos after you've made them?

This session is presented by Adam McCoy, Owner and Managing Partner at Pillbug Media.

Adam is an Experienced Editor with a demonstrated history of working in the entertainment industry. Skilled in Search Engine Optimization (SEO), Microsoft Word, Communication, Customer Relationship Management (CRM), and Creativity Skills.

Strong media and communication professional graduated from Boise State University.

Connect with him on LinkedIn: <https://www.linkedin.com/in/adam-mccoy-8b956865/>

March 1, 2021

Increase your sale- eCommerce Marketing 101

Via Zoom

02:00 PM - 03:30 PM MST

Crystina Perez,

crystina@idahowomen.org

- *Marketing Strategies for startups*
- *How to buy Ads with cost & penetration efficient*
- *Case study*
- *Q&A - 30 minutes*

Camille Eddy is a Product Engineer and International Public Speaker. She received her Bachelor of Science degree in Mechanical Engineering from the University of Idaho.

Camille has given her talk "Recognizing Cultural Bias in AI" across the world, including San Francisco, Washington DC and Budapest; Helping Technical and Non-Technical Project Managers, Founders and Engineering Leads build better products. Finally, she coaches women building online platforms, helping them make a profitable business working on their passion.

LinkedIn for Camille: <https://linkedin.com/in/camilleeddy>

March 3, 2021

Share Tu Historia
Via Facebook LIVE

Join us on Facebook LIVE every first Wednesday of the month as we celebrate the story and journey of an exceptional business entrepreneurial.

Acompáñanos en Facebook Live cada primer miércoles del mes mientras celebramos la historia y el viaje de un emprendedora empresarial excepcional.

March 4, 2021

Resources para la Comunidad
Via Zoom
07:00 PM - 08:00 PM MST

Join us every first Thursday of the month at 7pm to discuss the resources that are available to the Spanish speaking community. Our special guests are partnered directly with a variety of organizations. If you or someone in your community needs an essential resource, please let us know. Together we can build a stronger community.

All are welcomed!

Acompáñenos cada primer jueves del mes a las 7pm para discutir los recursos que están disponibles para la comunidad. Nuestros invitados especiales se asocian directamente con una variedad de organizaciones. Si usted o alguien de su comunidad necesita un recurso esencial, por favor háganoslo saber. Juntos podemos construir una comunidad más fuerte.

¡Todos son bienvenidos!

March 9, 2021

3 Ways to Navigate Conflict

Via Zoom

11:00 AM - 12:00 PM MST

Every 2nd Tuesday of the month, join us for training in the category of PEOPLE! Yes! All things regarding healthy business communication, human resources, hiring, benefits and strategies for caring for yourself and your teams, and so much more.

This session we will learn "How Partners and Intimate Partners Communicate Through Gritty Conversations On The Job: 3 Ways To Navigate Conflict using a Yours, Mine and Ours approach."

Remember the movie, Yours, Mine and Ours (1968 and 2005)? In business, taking a personal backstory into the professional arena offers a unique risk for more than revenue; it can devastate more than business. Conflict resolution expert, Karleen Savage will share the 3 ways to navigate conflict by focusing on what's yours, what's mine and what's ours and she promises the answers will be surprising.

Presented by Karleen Savage: Karleen Savage is a passionate and practicing mediator and conflict expert. She discovered five skills used by the world's best problem solvers to resolve up to 90 percent of communication issues. She wrote curriculum, was an adjunct professor at Boise State and recently trademarked her discovery as the Savage Theory of Resolution. This came by way of personal challenges that has become a resilience centerpiece for any business wanting wholesome and durable success. Karleen is on a mission to share her message with a million people. She has been a business owner for more than a decade, broke through glass ceilings and is certified in hostage and crisis negotiations. She resides in Idaho and is Mother to seven children.

March 11, 2021

Amigas, Let's Chat

Via Zoom

07:00 PM - 08:00 PM MST

Join us every second Thursday of the month at 7pm to connect with other amigas in the state of Idaho! Let's have a conversation on ideas, knowledge and opportunities! Together we can create a stronger community.

All are welcomed to attend, dialogue will be in English and Spanish!

March 13, 2021

Dream Engineering

Via Zoom

10:00 AM - 12:00 PM MST

Due to current events, we would like to offer all our classes free of charge. Please enter the promo code, "COVID" in order to access our class.

This workshop is your first step to plugging into our vast library of resources and is suggested in order to register for the 6 week, Creative Framework 101. Whether you're a "Coming Soon" or new in business (2 years or less) or even brainstorming an idea, we can help. You will walk away with a knowledge of the elements of a business plan and be prepared to enroll in Creative Framework 101.

Este taller de 2 horas, que será dado en Español, es el primer paso para tener información del amplio recursos que tenemos para sus futuros negocios. Es el primer paso antes de registrarse en nuestra clase de 6 semanas, Marco Creativo. No importa que ya tengas negocio, eres bienvenido para que compartas tus experiencias y tus ideas!

¡Te llamaremos sobre el zoom!

El registro es obligatorio y debe completarse en línea antes de las 12pm/mediodía del día hábil anterior a la fecha del evento. Debido a los eventos actuales y al apoyo de nuestros socios, nos gustaría ofrecer todas nuestras clases GRATIS. Ingrese el código de promoción, "COVID" para acceder a nuestra clase.

Este taller es su primer paso para conectarse a nuestra amplia biblioteca de recursos y se sugiere para registrarse en el Marco creativo de 6 semanas. Esta clase te prepara para inscribirte en la cohorte de 6 semanas de Marco Creativo.

Objetivos de aprendizaje para la Ingeniería de Sueños

Ingeniería de Sueños repasará lo que cubrirá Marco Creativo. Como parte de esta primera sesión, se le pedirá que explique por qué está tomando el curso, qué espera aprender y qué tipo de negocio desea iniciar.

La segunda parte de Dream Engineering cubre los elementos clave para iniciar y administrar un negocio. Éstas incluyen:

? ¿Quién es tu cliente ideal?

? ¿Qué rasgos describen mejor a sus clientes potenciales?

? ¿Cuál es la mejor manera de llegar a sus clientes potenciales?

? ¿Cuáles son sus costos iniciales y otras necesidades iniciales?

? ¿Cuáles son sus ventas estimadas?

? ¿Cuánto le cuesta hacer su producto?

? ¿Cuánto cuesta vender su producto o servicio?

? ¿Qué gastos tiene que pagar, ya sea que realice una venta o no?

? ¿Cuál es su punto de equilibrio y cómo llega a ese punto?

? ¿Cómo se forma el mejor equipo de gerentes para administrar el negocio?

? ¿Cómo se le pagará como propietario? ¿Cuándo se te pagará?

? *¿Cuáles son los costos para crear un sitio web para su negocio?*

? *¿Cuál es la diferencia entre efectivo y ganancias?*

? *¿Necesitará un préstamo para comenzar su negocio? ¿Qué tipo de financiación se adaptará mejor a sus necesidades?*

? *Si necesita un plan de negocios para un préstamo, ¿qué información necesita incluir?*

? *¿Cuáles son las diferentes formas en que puede presentar su plan de negocios?*

March 16, 2021

Marco Creativo

Via Zoom

06:00 PM - 08:00 PM MST

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La clase incluye herramientas de software y tecnología para un éxito óptimo.

Esta sesión de cohortes comienza el martes 16 de marzo al 20 de abril, de 6:00pm a las 8:00pm MST.

La inscripción es obligatoria y debe completarse en línea antes de las 12pm/mediodía del día hábil anterior a la fecha del evento.

March 17, 2021

Legal Advice for Startups & Entrepreneurs

Via Zoom

10:00 AM - 11:30 AM MST

Learn how to build the foundation for a successful business with this important legal advice for startups & entrepreneurs.

Description of Event:

- *Legal requirements to operate a business in Idaho*
- *What you can and should do to protect you and your business*
- *Highlight Privacy and Data Collection/Security and Cloud Storage/ Intellectual Property Issues for ecommerce*
- *Q&A - 30 minutes*

Presenter is Jennifer Dempsey, Co-founder at Dempsey Foster PLLC. Dempsey has specific expertise is agribusiness, having worked with several multi-national companies to address and manage diverse issues and projects involving production, distribution, and marketing of crop inputs. In addition, She works directly with management to address personnel and employment issues on a nationwide basis.

Connect with her on LinkedIn - <https://www.linkedin.com/.../jennifer-schrack-dempsey.../>

March 18, 2021

Marketing & Dinero

Via Zoom

07:00 PM - 08:00 PM MST

Join us every third Thursday of the month at 7pm to learn marketing and financial tips. Together we can build a stronger community.

All are welcomed!

Acompáñenos cada tercer jueves del mes a las 7pm para aprender consejos financieros y de marketing. Juntos podemos construir una comunidad más fuerte.

¡Todos son bienvenidos!

Este taller de 2 horas, que será dado en Español, es el primer paso para tener información del amplio recursos que tenemos para sus futuros negocios. Es el primer paso antes de registrarse en nuestra clase de 6 semanas, Creative Framework. No importa que ya tengas negocio, eres bienvenido para que compartas tus experiencias y tus ideas!

¡Te llamaremos sobre el zoom!

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Debido a los eventos actuales y al apoyo de nuestros socios, nos gustaría ofrecer todas nuestras clases GRATIS.

Ingrese el código de promoción, "COVID" para acceder a nuestra clase.

Este taller es su primer paso para conectarse a nuestra amplia biblioteca de recursos y se sugiere para registrarse en el Marco creativo de 6 semanas. Esta clase te prepara para inscribirte en la cohorte de 6 semanas de Creative Framework.

Objetivos de aprendizaje para la ingeniería de sueños

Ingeniería de sueños repasará lo que cubrirá Creative Framework. Como parte de esta primera sesión, se le pedirá que explique por qué está tomando el curso, qué espera aprender y qué tipo de negocio desea iniciar.

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? ¿Quién es tu cliente ideal?

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? *¿Cuál es la diferencia entre efectivo y ganancias?*

? *¿Necesitará un préstamo para comenzar su negocio? ¿Qué tipo de financiación se adaptará mejor a sus necesidades?*

? *Si necesita un plan de negocios para un préstamo, ¿qué información necesita incluir?*

? *¿Cuáles son las diferentes formas en que puede presentar su plan de negocios?*

March 23, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

Due to current events, we would like to offer all our classes free of charge. Please enter the promo code, "COVID" in order to access our class.

This workshop is your first step to plugging into our vast library of resources and is suggested in order to register for the 6 week, Creative Framework 101 and Accelerated cohorts. This class is designed for those already in business 3 year plus. A 90 minute assessment of the current vitality of your business. You will walk away with actionable steps to level up your business.

March 25, 2021

Protect & Grow The Value Of Your Business During the Pandemic

Via Zoom

10:00 AM - 11:00 AM MST

Crystina Perez,
crystina@idahowomen.org

Join us every 4th Thursday of the month as we unpack a myriad of topics in the category of business development.

In this month's webinar session, Ashley Micciche, a certified business exit planner and CEO of True North Retirement Advisors, will help business owners understand the value of their business today, as well as how to take advantage of the abundance of opportunities that exist for business owners to protect and grow their business value.

You will learn:

- *How to value your business in less than 10 minutes...for free!*
- *A simple and easy way protect your business, your employees, and your key stakeholders if you die or become disabled.*
- *Why the combination of low valuations and favorable taxes make now an ideal time for family businesses to transfer ownership to the next generation, and why this opportunity may soon evaporate.*
- *How a strategic acquisition can accelerate your future growth.*

Ashley is a frequent guest on TV, radio, podcasts, and in person events, speaking to business owners about: How Business Owners Can Protect & Grow The Value Of Their Business During Pandemic. The coronavirus recession is unlike anything business owners have experienced before, with many businesses plunged into crisis and extreme uncertainty overnight. Unfortunately, many businesses won't survive this crisis, but for the ones that do, there are always opportunities in crisis.

Register to attend and interact through zoom, or watch the livestream right here on Facebook!

April 1, 2021

Resources para la Comunidad

Via Zoom

07:00 PM - 08:00 PM MST

Join us every first Thursday of the month at 7pm to discuss the resources that are available to the Spanish speaking community. Our special guests are partnered directly with a variety of organizations. If you or someone in your community needs an essential resource, please let us know. Together we can build a stronger community.

All are welcomed!

Acompáñenos cada primer jueves del mes a las 7pm para discutir los recursos que están disponibles para la comunidad. Nuestros invitados especiales se asocian directamente con una variedad de organizaciones. Si usted o alguien de su comunidad necesita un recurso esencial, por favor háganoslo saber. Juntos podemos construir una comunidad más fuerte.

¡Todos son bienvenidos!

April 5, 2021

3 Key Financial Steps for Small Business

Via Zoom

02:00 PM - 03:00 PM MST

Join us every 1st Monday of the month for one of the most critical elements of running a successful business (and life!)

FINANCES.

Whether you need to learn about credit, projecting & managing expenses, preparing for the unexpected, or, just simply need a clearer understanding of how to pay yourself, we will cover ALL the ins, outs, and upside-downs of finances so you can best position yourself and your business for financial success and sustainability.

This session will cover THREE key financial steps for small business, presented by Jordan Gentry of Gentry Financial.

- 1. Getting your business to Cash Flow*
- 2. Reducing turnover expenses by providing employee benefits*
- 3. Succession planning*

Connect with Jordan on LinkedIn - <https://www.linkedin.com/in/jordangentry>

April 7, 2021

Share tu Historia

Facebook LIVE

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Acompáñanos en Facebook Live cada primer miércoles del mes mientras celebramos la historia y el viaje de un emprendedora empresarial excepcional.

April 8, 2021

Amigas, Let's Chat

Via Zoom

07:00 PM - 08:00 PM MST

¡Únase a nosotros cada segundo jueves del mes a las 7 pm para conectarse con otras amigas en el estado de Idaho! ¡Tengamos una conversación sobre ideas, conocimientos y oportunidades! Juntos podemos crear una comunidad más fuerte.

Todos están invitados a asistir, ¡el diálogo será en inglés y español!

Join us every second Thursday of the month at 7pm to connect with other amigas in the state of Idaho! Let's have a conversation on ideas, knowledge and opportunities! Together we can create a stronger community.

All are welcomed to attend, dialogue will be in English and Spanish!

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April 10, 2021

Dream Engineering

Via Zoom

10:00 AM - 12:00 PM MST

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What is the best way to reach your potential customers?

What are your starting costs and other starting needs?

What are your estimated sales?

What does it cost you to make your product?

What does it cost to sell your product or service?

What expenses do you have to pay, whether you make a sale or not?

What is your break-even point and how do you reach that point?

How do you build the best team of managers to run the business?

How will you be paid as the owner; when will you be paid?

What are the costs to create a website for your business?

What is the difference between cash and profits?

Will you need a loan to start your business; what kind of financing will best fit your needs?

If you need a business plan for a loan, what information do you need to include?

What are the different ways you can present your business plan?

April 13, 2021

Human Resources Training Sessions

Via Zoom

10:00 AM - 11:00 AM MST

Every 2nd Tuesday of the month, join us for training in the category of PEOPLE! Yes! All things regarding human resources, hiring, benefits and strategies for caring for yourself and your teams, and so much more.

Watch for updated details for each session!

April 15, 2021

Marketing & Dinero

Via Zoom

07:00 PM - 08:00 PM MST

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All are welcomed!

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¡Todos son bienvenidos!

April 17, 2021
- May 22, 2021

Creative Framework

Via Zoom

10:00 AM - 12:00 PM MST

Cost of \$60.00 Use Promo code COVID for FREE access and commitment to attend all 6 sessions.

Over the course of this 6-week program, participants will take part in a combination of zoom-led presentations from the IWBC staff, one-on-one weekly zoom calls. We will facilitate peer-to-peer discussions virtually, all designed to help improve your business processes, overcome challenges, and set a solid foundation for growth and sustainability.

This is a GREAT fit for anyone who is in early stages of business. You will come away with a business plan, strong resolve in your long-term strategy, guidance on entity types/legal framework, and have a more fine-tuned branding/marketing plan. Class includes software tools and technology for optimum success.

This cohort session begins Saturday, April 17th through May 22nd, from 10:00am - 12:00pm MST.

Registration is required and must be completed online by 12pm/noon the business day prior to the event date.

April 21, 2021

Market Your Business

Via Zoom

10:00 AM - 11:00 AM MST

Join us every 3rd Wednesday of the month as we dive into the world of marketing and advertising your business.

These lessons will cover a wide range of information including branding, advertising strategies, social media, content creation that sells, and so much more!

Stay tuned for specific details for each session.

April 21, 2021
- May 26, 2021

Creative Framework

Via Zoom

06:00 PM - 08:00 PM MST

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Over the course of this 6-week program, participants will take part in a combination of zoom-led presentations from the IWBC staff, one-on-one weekly zoom calls. We will facilitate peer-to-peer discussions virtually, all designed to help improve your business processes, overcome challenges, and set a solid foundation for growth and sustainability.

This is a GREAT fit for anyone who is in early stages of business. You will come away with a business plan, strong resolve in your long-term strategy, guidance on entity types/legal framework, and have a more fine-tuned branding/marketing plan. Class includes software tools and technology for optimum success. This cohort session begins Wednesday, April 21st through May 26st, from 6:00pm - 8:00pm MST.

Registration is required and must be completed online by 12pm/noon the business day prior to the event date.

Este taller de 2 horas, que será dado en Español, es el primer paso para tener información del amplio recursos que tenemos para sus futuros negocios. Es el primer paso antes de registrarse en nuestra clase de 6 semanas, Marco Creativo. No importa que ya tengas negocio, eres bienvenido para que compartas tus experiencias y tus ideas!

¡Te llamaremos sobre el zoom!

El registro es obligatorio y debe completarse en línea antes de las 12pm/mediodía del día hábil anterior a la fecha del evento. Debido a los eventos actuales y al apoyo de nuestros socios, nos gustaría ofrecer todas nuestras clases GRATIS. Ingrese el código de promoción, "COVID" para acceder a nuestra clase.

Este taller es su primer paso para conectarse a nuestra amplia biblioteca de recursos y se sugiere para registrarse en el Marco creativo de 6 semanas. Esta clase te prepara para inscribirte en la cohorte de 6 semanas de Marco Creativo.

Objetivos de aprendizaje para la Ingeniería de Sueños

Ingeniería de Sueños repasará lo que cubrirá Marco Creativo. Como parte de esta primera sesión, se le pedirá que explique por qué está tomando el curso, qué espera aprender y qué tipo de negocio desea iniciar.

La segunda parte de Dream Engineering cubre los elementos clave para iniciar y administrar un negocio. Éstas incluyen:

? ¿Quién es tu cliente ideal?

? ¿Qué rasgos describen mejor a sus clientes potenciales?

? ¿Cuál es la mejor manera de llegar a sus clientes potenciales?

? ¿Cuáles son sus costos iniciales y otras necesidades iniciales?

? ¿Cuáles son sus ventas estimadas?

? ¿Cuánto le cuesta hacer su producto?

? ¿Cuánto cuesta vender su producto o servicio?

? ¿Qué gastos tiene que pagar, ya sea que realice una venta o no?

? ¿Cuál es su punto de equilibrio y cómo llega a ese punto?

? ¿Cómo se forma el mejor equipo de gerentes para administrar el negocio?

? ¿Cómo se le pagará como propietario? ¿Cuándo se te pagará?

? ¿Cuáles son los costos para crear un sitio web para su negocio?

? ¿Cuál es la diferencia entre efectivo y ganancias?

? ¿Necesitará un préstamo para comenzar su negocio? ¿Qué tipo de financiación se adaptará mejor a sus necesidades?

? Si necesita un plan de negocios para un préstamo, ¿qué información necesita incluir?

? ¿Cuáles son las diferentes formas en que puede presentar su plan de negocios?

April 27, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

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Who is your ideal customer?

What traits best describe your potential customers?

What is the best way to reach your potential customers?

What are your starting costs and other starting needs?

What are your estimated sales?

What does it cost you to make your product?

What does it cost to sell your product or service?

What expenses do you have to pay, whether you make a sale or not?

What is your break-even point and how do you reach that point?

How do you build the best team of managers to run the business?

How will you be paid as the owner; when will you be paid?

What are the costs to create a website for your business?

What is the difference between cash and profits?

Will you need a loan to start your business; what kind of financing will best fit your needs?

If you need a business plan for a loan, what information do you need to include?

What are the different ways you can present your business plan?

April 29, 2021

Business Development Sessions

Via Zoom

01:00 PM - 02:00 PM MST

Join us every 4th Thursday of the month as we unpack a myriad of topics in the category of business development.

This will encompass MANY principles and strategies for successful business development and management.

Check back often for events details and offerings to be updated!

May 5, 2021

Share tu Historia
Facebook LIVE

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Acompáñanos en Facebook Live cada primer miércoles del mes mientras celebramos la historia y el viaje de un emprendedora empresarial excepcional.

May 6, 2021

Resources para la Comunidad
Via Zoom
07:00 PM - 08:00 PM MST

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All are welcomed!

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¡Todos son bienvenidos!

May 8, 2021

Dream Engineering

Via Zoom

10:00 AM - 12:00 PM MST

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May 11, 2021

Decision Making

Via Zoom

01:00 PM - 02:00 PM MST

Every 2nd Tuesday of the month, join us for training in the category of PEOPLE! Yes! All things regarding human resources, hiring, benefits and strategies for caring for yourself and your teams, and so much more.

In this session -- we talk all about Decision Making.

We'll be covering these important points:

- a. Foundations of empowering your teams to make sound decisions*
- b. Group Decision Models – Leveraging the power of the team*
- c. Avoiding Decision Fatigue*

Presented by Jared S. Oviatt.

Jared is a Business Partner with BBSI providing strategic support and development for Small Business owners in the region. He has a background that spans consumer products, production, technology and distribution. Throughout his career, Jared has had the opportunity to lead teams and be a change agent driving high performing cultures that deliver sustainable results.

Jared focuses on principles of leadership that unlock potential in individuals, instills accountability within organizations and builds lasting value in the business. Jared is a former SVP, GM and Interim CEO for publicly traded and private equity owned companies and has led three start-up ventures. A former member of the Associate of Trainers and Developers and is a certified Vistage Leadership Coach.

*Favorite Quote: "Doing good and doing well are inextricably linked." Jeffrey B. Swartz
Connect with him on LinkedIn: <https://www.linkedin.com/in/jared-oviatt-75b5bb3/>*

May 13, 2021

Amigas, Let's Chat

Via Zoom

07:00 PM - 08:30 PM MST

¡Únase a nosotros cada segundo jueves del mes a las 7 pm para conectarse con otras amigas en el estado de Idaho! ¡Tengamos una conversación sobre ideas, conocimientos y oportunidades! Juntos podemos crear una comunidad más fuerte.

Todos están invitados a asistir, ¡el diálogo será en inglés y español!

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May 18, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

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May 18, 2021
- June 22, 2021

Marco Creativo
Via Zoom
06:00 PM - 08:00 PM MST

Costo de \$60.00 Use Código de promoción COVID para acceso GRATIS y compromiso de asistir a las 6 sesiones.

En el transcurso de este programa de 6 semanas, los participantes participarán en una combinación de presentaciones dirigidas por zoom del personal de IWBC, llamadas de zoom semanales uno a uno. Vamos a facilitar las discusiones punto a punto virtualmente, todo diseñado para ayudar a mejorar sus procesos de negocio, superar los desafíos, y establecer una base sólida para el crecimiento y la sostenibilidad.

Este es un GRAN ajuste para cualquier persona que está en las primeras etapas de los negocios. Usted saldrá con un plan de negocios, una fuerte resolución en su estrategia a largo plazo, orientación sobre los tipos de entidades/marco legal, y tendrá un plan de marca/marketing más afinado.

La clase incluye herramientas de software y tecnología para un éxito óptimo.

Esta sesión de cohortes comienza el martes 18 de mayo al 22 de junio, de 6:00pm a las 8:00pm MST.

La inscripción es obligatoria y debe completarse en línea antes de las 12pm/mediodía del día hábil anterior a la fecha del evento.

May 20, 2021

Marketing & Dinero
Via Zoom
07:00 PM - 08:00 PM MST

Join us every third Thursday of the month at 7pm to learn marketing and financial tips. Together we can build a stronger community.

All are welcomed!

Acompáñenos cada tercer jueves del mes a las 7pm para aprender consejos financieros y de marketing. Juntos podemos construir una comunidad más fuerte.

¡Todos son bienvenidos!

June 2, 2021

Share tu Historia
Facebook LIVE

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June 3, 2021

Resources para la Comunidad

Via Zoom

07:00 PM - 08:00 PM MST

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June 10, 2021

Amigas, Let's Chat

Via Zoom

07:00 PM - 08:30 PM MST

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June 12, 2021

Dream Engineering

Via Zoom

10:00 AM - 12:00 PM MST

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June 17, 2021

Marketing & Dinero

Via Zoom

07:00 PM - 08:00 PM MST

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June 22, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

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July 1, 2021

Resources para la Comunidad

Via Zoom

07:00 PM - 08:00 PM MST

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July 7, 2021

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July 8, 2021

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Via Zoom

07:00 PM - 08:30 PM MST

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July 10, 2021

Dream Engineering

Via Zoom

10:00 AM - 12:00 PM MST

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July 10, 2021
- August 14, 2021

Creative Framework

Via Zoom

10:00 AM - 12:00 PM MST

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Over the course of this 6-week program, participants will take part in a combination of zoom-led presentations from the IWBC staff, one-on-one weekly zoom calls. We will facilitate peer-to-peer discussions virtually, all designed to help improve your business processes, overcome challenges, and set a solid foundation for growth and sustainability.

This is a GREAT fit for anyone who is in early stages of business. You will come away with a business plan, strong resolve in your long-term strategy, guidance on entity types/legal framework, and have a more fine-tuned branding/marketing plan. Class includes software tools and technology for optimum success. This cohort session begins Saturday, July 10th through August 14th, from 10:00am - 12:00pm MST.

Registration is required and must be completed online by 12pm/noon the business day prior to the event date.

July 14, 2021
- August 18, 2021

Creative Framework

Via Zoom

06:00 PM - 08:00 PM MST

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Registration is required and must be completed online by 12pm/noon the business day prior to the event date.

July 15, 2021

Marketing & Dinero

07:00 PM - 08:00 PM MST

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July 20, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

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August 14, 2021

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August 24, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

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August 24, 2021
- September 28, 2021

Marco Creativo
Via Zoom
06:00 PM - 08:00 PM MST

Costo de \$60.00 Use Código de promoción COVID para acceso GRATIS y compromiso de asistir a las 6 sesiones.

En el transcurso de este programa de 6 semanas, los participantes participarán en una combinación de presentaciones dirigidas por zoom del personal de IWBC, llamadas de zoom semanales uno a uno. Vamos a facilitar las discusiones punto a punto virtualmente, todo diseñado para ayudar a mejorar sus procesos de negocio, superar los desafíos, y establecer una base sólida para el crecimiento y la sostenibilidad.

Este es un GRAN ajuste para cualquier persona que está en las primeras etapas de los negocios. Usted saldrá con un plan de negocios, una fuerte resolución en su estrategia a largo plazo, orientación sobre los tipos de entidades/marco legal, y tendrá un plan de marca/marketing más afinado.

La clase incluye herramientas de software y tecnología para un éxito óptimo. Esta sesión de cohortes comienza el martes 24 de agosto al 28 de septiembre, de 6:00pm a las 8:00pm MST.

La inscripción es obligatoria y debe completarse en línea antes de las 12pm/mediodía del día hábil anterior a la fecha del evento.

September 11, 2021

Dream Engineering

Via Zoom

10:00 AM - 12:00 PM MST

Due to current events and support from our partners, we would like to offer all our classes FREE of charge.

Please enter the promo code, "COVID" in order to access our class.

This workshop is your first step to plugging into our vast library of resources and is suggested in order to register for the 6 week, Creative Framework. This class prepares you to enroll in the Creative Framework 6 week cohort.

Learning Objectives for Dream Engineering

Dream Engineering will go over what Creative Framework will cover. As part of this first session, you will be asked to explain why you are taking the course, what you hope to learn, and what type of business you want to start.

The second part of Dream Engineering covers the key elements to starting and running a business. These include:

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September 21, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

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October 2, 2021
- November 6, 2021

Creative Framework

Via Zoom

10:00 AM - 12:00 PM MST

Cost of \$60.00 Use Promo code COVID for FREE access and commitment to attend all 6 sessions.

Over the course of this 6-week program, participants will take part in a combination of zoom-led presentations from the IWBC staff, one-on-one weekly zoom calls. We will facilitate peer-to-peer discussions virtually, all designed to help improve your business processes, overcome challenges, and set a solid foundation for growth and sustainability.

This is a GREAT fit for anyone who is in early stages of business. You will come away with a business plan, strong resolve in your long-term strategy, guidance on entity types/legal framework, and have a more fine-tuned branding/marketing plan. Class includes software tools and technology for optimum success.

This cohort session begins Saturday, October 2nd through November 6st, from 10:00am - 12:00pm MST.

Registration is required and must be completed online by 12pm/noon the business day prior to the event date.

October 6, 2021
- November 10, 2021

Creative Framework

Via Zoom

06:00 PM - 08:00 PM MST

Cost of \$60.00 Use Promo code COVID for FREE access and commitment to attend all 6 sessions.

Over the course of this 6-week program, participants will take part in a combination of zoom-led presentations from the IWBC staff, one-on-one weekly zoom calls. We will facilitate peer-to-peer discussions virtually, all designed to help improve your business processes, overcome challenges, and set a solid foundation for growth and sustainability.

This is a GREAT fit for anyone who is in early stages of business. You will come away with a business plan, strong resolve in your long-term strategy, guidance on entity types/legal framework, and have a more fine-tuned branding/marketing plan. Class includes software tools and technology for optimum success.

This cohort session begins Wednesday, October 6th through November 10th, from 6:00pm - 8:00pm MST.

Registration is required and must be completed online by 12pm/noon the business day prior to the event date.

October 9, 2021

Dream Engineering

Via Zoom

10:00 AM - 12:00 PM MST

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October 19, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

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November 13, 2021

Dream Engineering

Via Zoom

10:00 AM - 12:00 PM MST

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November 23, 2021

Dream Engineering

Via Zoom

01:00 PM - 03:00 PM MST

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December 11, 2021

Dream Engineering

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